

The First Mollyockett Day in Bethel— July 27, 1957

The first official Mollyockett Day was held July 27, 1957.

An Indian girl from Old Town reigned as Princess of Health.

Eva Bean, who in 1966 would become founder of the Bethel Historical Society, and Rev. Clifford Laws were tendered very special thanks for serving as co-chairs of the event and for the many hours they had put into its organization.

Mrs. Richard Young was honored for her inspiration of renaming the Bazaar to Mollyockett Day.

Guy Butler was given special thanks for arranging to have Maine's millionth visitor, Jean Caillouet of Washington, DC, attend the day's activities and especially for crowning the Princess of Health.

The Princess was in the full authentic dress of an Old Town Indian. The Princess of Health was a full blooded Indian girl from Old Town. Crowning was held at 4 P.M. on the Common.

Mollyockett Day raised nearly \$1,000 (978); the Bethel Health and Service Council gratefully accepted the money which was added to its emergency fund.

The day's activities started with an auction held at the Community Room with Stuart Martin as auctioneer.

The 1957 Mollyockett Day program:

Open at 11 AM with Auction at Community Room – Stuart Martin auctioneer.

Also open at 11 AM – flower show at Ruth Carver Ames store

Why the Bethel Bazaar became Mollyockett Day in 1957

In March 1957, the Bethel Bazaar Committee and the Health Council were merged and were incorporated as the Bethel Health and Service Council.

In July 1957 the Bethel Health and Service Council via the Citizen said in a press release that the annual Bethel Bazaar would be known that year as Mollyockett Day. The sailing of Mayflower II was the reason given.

"As the present publicity over the adventures of the second Mayflower gains prestige and the pageantry of the festivals at Jamestown is receiving national attention, the planning committee of the Bethel Health and Service Council has decided to develop a bit of our own local folklore through the character of Mollyockett, the famed Indian "doctor" of this area during the eighteenth century, when our ancestors were just starting to settle this area."

Visitor judging by adding pennies to their favorite exhibit -all donations go to the Mollyockett Day fund. Mrs. John Tebbets is the chair of flower show.

At 2:30 PM Baseball Game – the Bethel Old-timers vs. the Bethel Town Team

At the Papoose Reservation – merry-go-round, Ferris wheel, medicine men, etc all day

Buy and eat varieties of good cooking. Tea served on Mrs. Alice Capen's porch from 2:30 until 4:15 for those who want to escape the crowd.

4:00 PM - Crowning of the Princess of Health on the Common

Prize parade at 4:30 Famous baked bean supper at 5:30; 7:30 band concert by the full Brown Company Band; square dancing on the lawn of the Common – Roy Wardwell calling the dances

On August 1st, 1957 the Citizen listed many of the volunteers who were thanked for the work:

Mrs. (Dr.) John Lanni for the princess crown, signs and general décor of the booths.

Guy Butler, Bethel Inn owner, for arranging judges from amongst Bethel Inn guests and for arranging visit by Jean Cailouet, the Millionth Maine Visitor. Parade judges: Mrs. Harry Allen of NYC; Judge Veasey of Tulsa, OK; and Charles Young of Flushing, L.I., NY. Mrs. Richard Waldron for arranging the Brown Company Band to play for concert and parade- Jerry Smith and Lee Carroll for setting up the public address system; Roy Barker and Blake McKay for setting up wiring on the Common and care of electrical problems; Grafton Lumber Co., P. H. Chadbourne & Co., Dick Davis, Ralph Kimball and Ernest Blake for gifts of lumber and slabs; Hanover Dowel Co. for trucking; Rollie Glines, Harold Rolfe and Clifford Laws for the supervision and work of construction crews for booth construction and demolition; Mrs. Rodney Eames and Mrs. Vernon Brown for their effort in organizing the parade; Bert Grover for organizing traffic control and safety; Alice Capen and Ruth Ames for arranging tea and flower show; Mrs. John Tebbetts for directing the flower display; Leslie Davis for contributing four benches which can be used for years; and Lucky 13 4-H girls for cleaning up the Common

Organizations sponsoring booths: The Chamber of Commerce, Alder River Grange, Bear River Grange and Pleasant Valley Grange sponsored the auction. Tom Brown was auction cashier. American Legion sponsored beano games and the Legion Auxiliary sponsored the fancy work booth; Eastern Star had the milk bar booth; the Rebekahs and Gould Academy had the home cooked food booth; Extension Service staff handled the coffee and doughnut booth; Health Council and Heart Foundation operated a health information booth; Mount Abram Fish and Game and the Conservation Service sponsored the wildlife and conservation booth; Bethel Lions Club manned the raffle booth; Eleanor Gordon Guild handled the pitch-till-you-win booth; Alder Rive Grange ran the



**Eva Bean, Co-Chair
of first Mollycodd
Day**

hot dog booth; Home Improvement and Weight booth was handled by the University of Maine Extension Service; soft drinks booth by the Five Town Teachers and younger Gould Alumni; the candy booth was sponsored by the East Bethel Extension, the Ladies Club, Bethel Day Extension and (WHOM ? Not legible); Ekco Products sponsored the wood products booth; Rebekahs handled the pony ring; Papoose Reservation was handled by the PTA; the rocking horse (made by Clifford Laws) raffle was handled at the NTL booth; Bethel Gun Club ran the shooting gallery; Viela(?) Morrissett of Norway ran the merry-go-round; Spec Gurney arranged the baseball game; the Congregational Women's Fellowship and the Men's Brotherhood of the Methodist Church manned the bean supper.

Contributions to Mollycokett Day were received from Bethel Spa, Martha's, Cotton's Restaurant, Harvey's Restaurant, Riverside Dairy, Roscoe Swain, Hood's, Bennett's Garage, Bucky's Shell, A&P, Bryant's Market, Chapin's Shell Station, Bosserman's Pharmacy, Bethel Savings Bank, Shaw's Market, Gallant's Service Station, Ruth Carver Ames, Brooks Hardware, Brown's Variety Store, Joe Perry's Tydol Station, Special Shop, Casco Bank & Trust, Head's General Store, Runnels Machine Shop, Bob Lowe's, Bob Billings Sports Shop, Carter Equipment Company, Newton's Antiques, Florice Paul, and Jack Matheson. [There were other contributors whose names were not legible.]