



Grace Murphy retires after 15 years employment.

November 1984 first employee to retire

Ellen Alexander retired in November, 1984. She was the first employee to retire after 12 years and Eric presented her with a gold chain and pearl droplet earrings.

Eric added another feature to the Market in November, VCR and movie rentals were now available. He brought in 7 VCR machines and 150 movies and he was very surprised at how brisk the rentals were for the first month.

Some employees from Atlantic Wholesalers came out to the Market in January, 1985 and realigned the shelves. Eric was very pleased with the new look when they were finished.

Later in the spring the outside of the Market got a face lift and new signs were painted by daughter Cara.

Eric purchased the Restaurant from Donna Forshner (at her request) and Rhoda Rushton took over management.

Priscilla Jennings took on the role of Promotions Manager in the spring of 1985 and one of her first tasks was tackling the signboard out in front of the Market. She said she would rather make creative signs for the displays of produce.

On Mother's Day, all mother's were given a free milkshake or sundae with their meal and a draw was held for 4 plants. Father's Day, Canada Day and other special occasions were all celebrated at the Market.

The first Farmer's Market opened in Truro on July 13, 1985 and Eric and Red Crosby took produce in for a few Saturdays.

The parking lot was paved in the fall and a new door step was added by Wade and Eric.

The first pumpkin carving contest was held in October, with the Phillips Family winning first prize.

A new greenhouse was added at the Market in April, 1986 built by Eric's brother Gerald and son Wade.

Georgie MacRay made aprons for all the staff. Dave MacLean added an extension on to the restaurant and soft serve ice cream was introduced in the dairy bar.

A float was prepared, with the help of Jack Giddens, for the Debert Field Day. Red Crosby was the star of the float as he stood beneath a sign that said, "This farmer is outstanding in his field". The float won prizes in both the Debert parade and the Economy Clam Festival Parade.

Grace Murphy retired in September, 1986 after 15 years of

faithful service. A surprise party was held for her and Eric and Priscilla presented her with an engraved silver tray.

A new lighted sign was installed in January, 1987 followed by a 10 ft fenced enclosure that provided a storage compound for garden supplies.

When the Restaurant re-opened for the season in April, 1987, Carolyn Jackson was added to the staff. Priscilla made new curtains and table cloths and Tommy Murphy made new tables and a cupboard for the pop machine.

A new labeling machine was purchased. Betty Giddens gave Eric some lessons early on.

Brenda (Teed) Morrissey brought her play school on a yearly tour of the Market and this year Gail Hines had ginger bread cookies hot out of the oven for their treat.

Thieves struck once again in July of 1987. They entered through a back door during the night and made off with approx. \$500 in cigarettes.

Strawberries and raspberries were picked and sold at the Market as well as by U-pick. Cucumbers and tomatoes were harvested from the greenhouse.



Eric and Priscilla celebrate 25 years of marriage in 1988.

Jennings celebrate 25th Wedding Anniversary

Betty Giddens joined the Market family in 1988, marrying Wade Jennings and in August, Priscilla and Eric celebrated their 25th Wedding Anniversary.

A corn boil was held for customers in the fall. The Market supported the Welcome Wagon campaign by offering a coupon for a fresh loaf of bread to new residents.

Laurie came home from College in June, 1989 to work full time at the Market, allowing Eric more time to concentrate on the farming at home.

The Masstown Market celebrated twenty years in business in July, 1989. At that time Eric reminisced about how things had changed in those 20 years. "I started growing my own vegetables to sell to grocery stores but there was no market selling to the bigger stores, so I started my own market," recalled Eric. The market was employing 29 people.

Three days of celebrations took place that year with several prize draws, strawberry shortcake, apple cider and face painting for the kids.

The year ended with the marriage of Laurie to Lisa Logan on Dec 30th.

It was time for further expansion in the spring of 1990. A 36 x 42 ft addition to the building with basement, expansion to garden



Sarah Jennings serves up the first soft ice cream in 1986.



A new greenhouse is added in April, 1986.



Annuals became very popular in 1973.

centre and a new 21 x 48 ft greenhouse was completed between April and June. Two new walk in coolers were added as well as a walk in freezer. The produce shelf area was enlarged with a new bakery shelf built by Tom Murphy.

Four acres of potatoes were harvested that year, along with many other vegetable and fruit crops including pumpkins, strawberries, blueberries and raspberries.

Large vegetable storage bins were located in the new basement from which the potatoes were then sorted, washed and bagged.

In Feb., 1991 the bakery underwent further renovations. The area was enlarged, walls painted, a new floor added and a third oven was installed.

Eric, Bonnie and Laurie took a computer course, two days a week, over a period of three months from January to April.

Lisa Jennings took over management of the garden center. Seasonal displays were arranged throughout the store, with special weekends centered around specific fruits such as blueberries or strawberries. An extensive pickle and jam corner was kept well stocked.

The front of the Market received a face lift in August with a new sign painted by Tom Falle of Truro.

A new veranda was built around the restaurant in the spring of 1993 and several picnic tables were added. The garden centre was expanded and a fence added along the back wall.

The Masstown Market became a sponsor for the weather announcement on CKCL radio.

In July, 1993, thieves broke into the safe and stole a quantity of money. Several other break-ins occurred in the West Colchester area at the same time.

A corn boil was held for customers in August.

The 25th Anniversary was celebrated in July, 1994 with a month of activities. Staff received new Anniversary t-shirts, suppliers donated products to give to customers, and there was plenty of cake to share. Mr and Mrs. Bumps, two clowns from Bass River, added humor for the kids.

There was an advertising special in the West Colchester Free Press (former name of The Shoreline Journal), which highlighted all the changes that had taken place.

A jumbo straw man received plenty of attention in the fall of 1994. Three huge round bails, located near the highway, were pile high and decorated to look like a smiling pumpkin man.

Over 3000 pumpkins were grown on the farm that year.



Laurie and Wade giving out treats at the grand opening in 1973.

From our suppliers...

Lloyd Murray, Area Sales Manager for Scotsburn Dairy Group, is happy to report that the Masstown Market is #1 in ice cream sales for Atlantic Canada. "We have been very pleased to be partnering with the Market in ice cream sales, and Scotsburn products in general, for more than 30 years."



The kids liked the doughnuts, too - Wade, Laurie, Cara, 1975.



Mini-Market in Lower Debert, only lasts a month, 1974.

