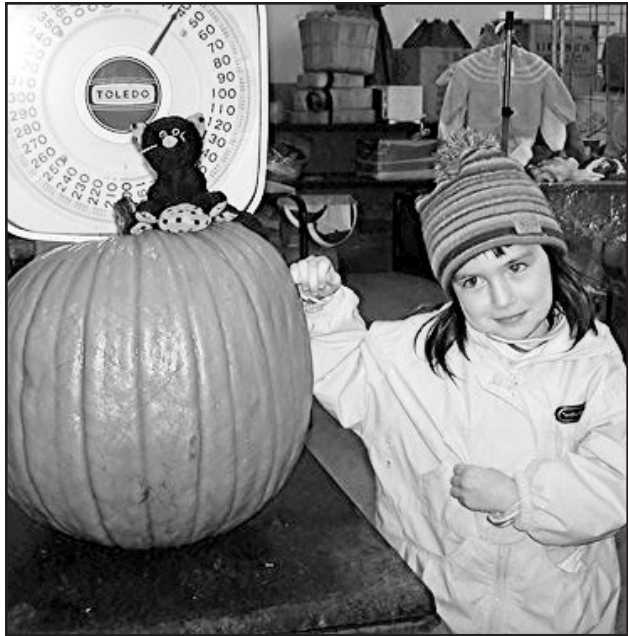


# Great Village Farmers' Market Wraps up Third Season



Erin Miller with her prize-winning pumpkin at the Thanksgiving Farmers' Market.

By Linda Shears

October 10th marked the season's closing for the Great Village Farmers' Market. The pumpkin seeds which were given out to children on the opening day of the Market were returned in the form of large pumpkins. A pumpkin weigh-in was held, with Erin Miller having the heaviest entry at 37 ½ pounds. Second place went to Breton Phillips, 23 pounds. Third place, Rory Phillips, 22 pounds and fourth, Ryland Phillips, 17 pounds. All four young gardeners received a ribbon and a free movie rental from Danny Smith's store.

At the Thanksgiving Market, wood products made by From our Trees started their journey west to British Columbia and east to Switzerland. A couple in a large camper registered in Switzerland stopped at the Market near the conclusion of their year-long tour of the USA and Canada. Our Market products make their way to a surprising range of locations: Ireland, Thailand, San Francisco, Boston, Brazil. Bottles of Linda Giddens' blueberry juice concentrate recently winged their way to the Yukon.

This third season of the Market has seen the realization of our goal to increase the quantity of fresh vegetables and fruit. There has been an exceptional variety of vegetables, ranging from the regular staples of potatoes, turnip and carrots to more exotic varieties such as okra, kohlrabi, chili peppers, eggplant, leeks and herbs.

The Breakfast Café continued to draw a faithful crowd who came to enjoy both the good food and fellowship of friends and neighbours. We're grateful to all those volunteers who cooked and served the delicious breakfasts each Saturday morning.

Although we are missing the leadership, guidance and hard work of Bruce and Nancy Corrigan, we are learning to share the many chores which they so readily performed for the Market (including writing Shoreline articles). We owe a big thank-you to Wilfred Miller, Jeff Maluske and Phil Harrison for setting up tables and putting them away again at the close of Market. The Farmers' Market Committee which is sharing the duties of co-ordi-

nator consists of: Muffy Webb, chairperson, Kathy Simpson-Giles, Carrie McCully, Marguerite Fortune-Phillips, Terry Francis and Linda Shears.

The annual Christmas Sale sponsored by the Farmers' Market takes place on November 6, from 10:00 am to 3:00 pm. in three locations: Great Village Fire Hall, St. James Church basement and the Legion Hall.

We offer a big thank-you to our customers who came out regularly to support our Market by buying our hand-made and home-grown items. We hope you enjoyed the relaxed and friendly encounters as much as we did! We hope you'll plan to be with us at the Christmas Sale, either as a customer or a vendor!



Regular Market shopper, Donalda Nelson chats with Wanda and Don Frizzle about their colourful quilt selection. Shirley Chisholm stops to admire their handiwork too.



Strings'n'Things cello instructor and two students performed at the Market in June.

## SMALL BUSINESS PROFILE Shoreline Journal

Shoreline Journal serving communities along the shore

By Linda Harrington

Maurice and Dorothy Rees purchased the Shoreline Journal in February, 2008 and they have worked hard to increase audited circulation by 50%, at a time when other newspapers have declined.

"The papers which are flourishing are those which have a strong community focus," says Maurice. "We work hard to include items of every nature, basically anything that moves within a community."

They decided to purchase the Shoreline because they saw an opportunity to "fine-tune" the original publication, which they hoped would lead to growth in both circulation and advertising revenues. "After we redesigned the paper in spring 2008, we incorporated publishing a lot more photos than was done previously. So far we are pleased with the results, and most pleased with the loyalty of the readers."

Maurice brings a wealth of experience to the Shoreline Journal. He started in business while in high school in 1963 and has remained there ever since. He is the founding publisher of several publications which continue to flourish today, including the Nova Scotia Business Journal (1986), Atlantic Construction Journal and Atlantic Transportation Journal (1988). Over five decades, he has spent his career entirely with small publications.

Dorothy has added her special touch to the Shoreline,

as well. She thought recipes would be a welcome addition, and so she authors, Dorothy's Kitchen Korner each month.

The Shoreline offers several things other larger papers may not be able to do. "We encourage all community groups to submit notices of meetings, fund raising events and community events which we publish free of charge. Additionally, these same groups are encouraged to submit articles, and we try to send a reporter out to as many as possible. We try to use as many photos as possible in each issue. Where else can students get their photos

in the paper regularly?," says Maurice.

Prior to purchasing the Shoreline, Dorothy and Maurice were living in Maitland. They planned to move to the Bass River area, but with the downturn in the real estate market, they were unable to sell their property there.

"We still want to move over to the shore, but the real estate market will dictate when that happens," says Maurice.

Maurice and Dorothy have several business interests. They operate Trash and Treasure, a collectable antique

shop and are sales agents for Nelson Monuments. Dorothy owns and operates, Dorothy's T-shirt Factory, which is located in Truro Mall for November and December, and on the move to trade shows, exhibitions and community events throughout the rest of the year.

The continuing dream for Maurice and Dorothy is to increase readership, especially to have people who move into the area become subscribers. "We have a very loyal readership. Of all the publications in Atlantic Canada, the Shoreline was the only one to show an increase of almost 50% in audited paid circulation. Within the next two years, our goal would be to increase another 50%," says Maurice. "It is achievable. We just have to continue to work hard to please our readers."



Dorothy and Maurice Rees pose with Truro Chamber of Commerce President Jim Lorraine.

Maurice and Dorothy Rees with designer John MacLean and writer/photographer Linda Harrington.

“Here’s my card!”

### The Shoreline Journal

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Maurice Rees, Publisher  
P.O. Box 41, Bass River  
Nova Scotia, B0M 1B0  
Phone: 902-647-2968;  
Fax: 902-647-2194  
Cell: 902-890-9850

E-mail: maurice@theshorelinejournal.com www.theshorelinejournal.com

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