

Together we can take on the world

Last month's column brought a few reactions and all of them of a positive nature. Most prominent was my thoughts on gas prices, which at their high level makes everyone cringe, when they look at the gas gauge knowing a big part of this week's paycheck will be required to fill to the brim.

High gasoline and diesel prices affects every aspect of the economy from those who scrape by on a weekly basis. and only use their vehicle to get groceries, take the children to activities or medical appointments to commercial vehicles hauling freight, driving up prices of all goods, so that the families who are scraping by are further impacted when they make any purchase.

The tourism sector is certainly going to be impacted. Those from far away will travel less distance. Out of province tourism will certainly see a decline. Local traffic, commonly known as "day trippers" will travel less, or make shorter trips.

It's for these reasons, tourism operators in Cumberland and Colchester areas must ensure they are giving the tourist; even those from a neighbouring community receive a "memorable experience" and go away wanting to come

It's almost tourist season, and the lateness of all this will pose a problem for operators. Plans were made, budgets set and major purchases of advertising were made a year ago. With fear that traffic from distant places may be down, they are scrambling to find ways to market their property to a broader yet local market.

Those who succeed will be those who are able to change gears to focus on Southeastern New Brunswick. particularly the Sackville area, and Pictou County to the east. A few years ago (late 80's) everyone had hype to tackle the Boston market, primarily because of ferry service to Portland and the MV Bluenose still making it multi-trips daily from Yarmouth to Bar Harbour. All of that is now history. Before traffic via the ferry services started to decline culminating in the eventual curtailment of Yarmouth being the Gateway to New England, Iceland Air started calling on Halifax, Iceland became the flavor of the tourism world as hype shifted to the land of visible volcanic ash.

In fact during the early 90's I visited Iceland as part of a trade mission from Nova Scotia. It's an interesting place, the people are fantastic and Halifax benefitted immensely. However, benefits did not directly flow to all corners of the

Not long thereafter the Tourism Industry Association of Nova Scotia under the direction of Judith Cabrita started to hammer home the point that over 50% of our tourism revenue was generated from within Atlantic Canada.

Last year when other areas suffered significant declines, the Bay of Fundy shore from Advocate – Parrsboro down to Truro shows gains. Our natural beauty, good highways and favourable publicity helped us along. A big part was because of the hype to get the Bay of Fundy voted as one of the Seven Wonders of the World.

Greater awareness of the Bay of Fundy will continue to bring a new category of tourist to our shores for years to come, but we should not rest on our laurels. Like a successful basketball team we need to constantly be in "full court press" mode.

Right now for the 2012 season, operators need to really focus on generating traffic from the local market, within a two hour drive. Two hours will include PEI, Moncton and Halifax with a population base of nearly 1-million people.

Local enthusiasts, municipal politicians, community groups must coordinate their efforts. For 2013, 2104 and 2015, my suggestion is to work on development of packages of home comings, family reunions, local craft festivals, etc. Even get the 4-H clubs, fire departments and churches involved. All of them need successful fund raising

Look at our biggest assets, Joggins Fossil Centre, Cumberland County Heritage Network and Fundy Geological Museum all with significant infrastructure. Now bring in the community groups and descendents of families, who settled this area in the beginning.

Together we can take on the world - enjoy doing it, be successful and build a better more cohesive community along the shore.

Maurice

Letters to the editor

This is an open forum for your opinions and comments.

MAIL TO: The Shoreline Journal, P.O. Box 41, Bass River, NS, BOM 1B0 (902) 647-2968; Fax: 902-647-2194 Email: maurice@thesborelinejournal.com

Hi, Maurice and Dorothy:

I thought you might find this interesting...My sister sent me the link to your story on the fence made of ironing boards in the February issue online at:

http://www.theshorelinejournal.com/feb1211.

I posted it on my quilting blog, and now it's been re-posted on a quilt-referral site out of Florida! You may be getting lots of strange traffic to your newspaper website in the next

I grew up in Five Islands and now live in Amherst; I appreciate the news from home in your paper and read it when I visit my Mom.

Sincerely, Karen A. Neary Sew Karen-ly Created...

http://www3.ns.sympatico.ca/sewkaren http://sewkaren-lycreated.blogspot.com/

Wizard of Oz Preparations Continue

Students and volunteers have been very busy preparing for the upcoming production of the Wizard of Oz. There are currently about 50 students from Five Islands Village/Glenholme involved in this undertaking from both West Colchester Consolidated and Bass River Elementary Schools.

The cast has been chosen and rehearsals are held twice a week. Students are working very hard learning their lines, going over musical numbers and learning choreography. Costumes for most characters are complete and we'll have some sharp looking "munchkins and winkies" performing. Work has also begun on set design and construction.

There will be a meeting for participating students and their parents in early May regarding progress as well as sets and props. Notices will be sent home as to specific dates.

Show times have been slotted for Friday, June 1st @ 7pm and Saturday, June 2nd at 1pm. Tickets will soon be available at \$8/adults and \$5/students and children.



Here's where to find us:

BASS RIVER:

Bayside Pharmacy Dominion Chair Factory Store

BIBLE HILL:

C.W. Fraser Pharmacv MacQuarries Pharmacy

DEBERT:

Barnhill's Superette Debert Mini-Mart

FIVE ISLANDS: Masstown Market Five Islands

GLENHOLME:

Double "C" Truckstop

Glenholme General Store **GREAT VILLAGE:**

C. D. Smith's Rite-Stop

Wilson's Gas **MAITLAND:**

Frieze & Roy General Store **MASSTOWN:**

Masstown Market

NORTH RIVER:

Grant's Grocery **ONSLOW:**

Onslow Market

PARRSBORO: CrossRoads Co-op Ken's Grocery Wright's Pharmasave

TRURO:

Atlantic Superstore MacQuarrie's Pharmasave (Esplanade)

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or E-MAIL: maurice@theshorelinejournal.com

Historic Sites

Along The Shore - Town Hall, Great Village

The Shoreline Journal, in collaboration with the Colchester Historical Society Archives, have inaugurated an ongoing feature utilizing a combination of the digital "A. F. Church Maps" to pin point the circa 1875 location of a Colchester site of historical importance, and connect it to an archival photograph of that site, in that frame.



By Dick Akerman

The arrow pointer on map # 302 locates the present day "Village Community Center", shown here in a photo taken in the 1900s. Built in the 1850's as a combination temperance hall and school, it became the Town Hall when a new three room school was built opposite the Baptist Church, in 1873. (arrow pointer #2) This school served the "Village" children until 1904, when the present building was constructed. As Town and Fire Hall, the featured building was also the local courthouse.

The Archives has a handwritten account of the first court case heard in this building. The account was written, we believe by Dr. J. L. Peppard and was obviously prepared as an article for the "Truro Sun" a local newspaper of the day. The story is full of flowery language and strongly critiques the trial participants and spectators. The hard-to-read manuscript has

been transcribed, with a great deal of time and effort, by willing volunteers and may be seen at the Archives.

This building has been in continuous use for more than 150 years; temperance hall,

school, town hall, fire station and courthouse. In the 1940's it was a once-a-week movie theater and in the 1960's, casket storage for the local undertaker. Built to last and still serving the community.

Dick Akerman has been compiling information on behalf of the Colchester Historical Museum Archives, which will be published as a monthly column in the Shoreline Journal.

From the archives of the **COLCHESTER HISTORICAL SOCIETY** Ph: (902) 895-6284

Fax.(902) 895-9530

Box 412, 29 Young St.,

Truro, NS, B2N 5C5

email: colchestermuseum@ns.aliantzinc.ca

The Shoreline Journal (circ. 1650) is a monthly community newspaper serving communities along the Glooscap Trail from Truro to Parrsboro, Nova Scotia serving the communities of Belmont/Debert, Wentworth/Londonderry, Onslow/Mass town along the shore to Great Village, Bass River, Economy, Five Islands and the communities of Belmont/Debert, Wentworth/Londonderry, Onslow/Mass town along the shore to Great Village, Bass River, Economy, Five Islands and the communities of Belmont/Debert, Wentworth/Londonderry, Onslow/Mass town along the shore to Great Village, Bass River, Economy, Five Islands and the communities of the communities of

Lower Five Islands. It is published on the last Wednesday of each month (earlier in December) with a deadline of the 20th of the month MAILING ADDRESS: The Shoreline Journal, P.O. Box 41, Bass River, Nova Scotia, BOM 1BO. PHONE: 902-647-2968; Fax: 902-647-2194 Toll Free 1-800-406-1426; Cell: 902-890-9850 • **E-MAIL**: maurice@theshorelinejournal.com

EDITOR PUBLISHER: Maurice Rees • ADVERTISING: Maurice Rees • CIRCULATION: Dorothy Rees

Canadian Publications Mail Products Agreement #40048924. ISSN #1209-9198



SUBSCRIPTION RATES: **LOCAL SUBSCRIPTIONS**: BOM / B2N / B6L - \$23.00, PLUS HST = \$26.45 • **OTHER PARTS OF NS**: \$28.00 plus HST = \$32.20 ALL OTHER AREAS OF CANADA: \$30.00, plus HST = \$34.50 • USA SUBSCRIPTIONS: \$45.00HST: #890564404RT001. Printed by Advocate Printing & Publishing Ltd, Pictou, Nova Scotia

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