



Eric & Gerald planting potatoes, 1966

Eric makes 35 trips to the Annapolis Valley in Oct, 1972

Eric made frequent trips to the Valley to bring back fresh fruit such as peaches, plums, pears, cherries, carrots, squash and cabbage along with a steady supply of apples. Alvin Hunsley helped Eric build a new trailer for the truck so that he could bring back larger loads. In October, 1972 he had logged a total of 35 trips.

In the fall of 1972, Eric tried his hand at selling snowmobiles at the Fruit Stand in the off season. He managed to sell two but then decided that there were already enough snowmobile dealers in the area.

Plans began to take shape for another expansion at the Fruit Stand. Eric spent January to March of 1973 working out the details for a building that would be more than twice the size of the original Fruit Stand.

The ‘horn of plenty’ was chosen as the logo for future advertising and signs and an old Debert railway baggage cart was purchased to use for displays.

Maple Syrup was added to the shelves in the spring of 1973. Produced at the McCully “Sweet Water Lodge”, about 25 gallons were sold that first year.

Home baked goods continued to be popular, especially on the weekends. Sally Jennings did most of the baking with Phyllis Fiddes turning out dozens of sugary doughnuts.

The Fruit Stand was broken into once again over Saturday night in early May. Thieves removed the entire cash register this time, along with 20 cartons of cigarettes. Eric later found the register over in the woods. Sunday was a busy day and the girls had to make change out of a box, until Eric could replace the cash register on Monday.

The Fruit Stand was busy selling annuals in May, grown by Amons Greenhouses and Marco Enterprises.

The new expansion to the Fruit Stand began in June. Graeme Ferguson, from Tangier, had leased some land at the Fruit Stand to sell lobster and seafood and construction on the new Masstown Seafood Market was just finishing.

Priscilla Jennings painted new signs for the Masstown Market, which featured the horn of plenty and colorful fruits and vegetables.

The first Market flyer was mailed out to 415 homes that spring. A grand opening for the newly finished 36 x 85 foot expansion was held on Labor Day, September, 1973. The new building had a metal roof and the bright orange metal siding was attractive from the highway.

Staff dressed in plaid shirts and straw hats and festive fall decorations adorned the front of the Market. Wade and Laurie Jennings were handing out free treats to all the children.

Eric continued to make as many as 45 trips to the Valley that fall. He borrowed a McCully flat bed truck and brought home 22 tonnes of MacIntosh Apples, which filled about 2/3 of the new cooler. At the first of November there was about 51 tonnes of apples in the cooler.

Keith Baas manufactured iron rails for the veranda on the front of the Market and work to improve the grounds continued.



Some Market staff in 1973- Gordie Bouthier, Norma Teed, Phyllis W, Brenda Teed, "Little Eric", Leona Rushton, Ellen Alexander, Elaine S, Eric. (Missing Grace Murphy, Grace Jennings)

January 1974 Masstown Market open all Winter

The Masstown Market was open all winter for the first time in January 1974 and Eric was kept busy working the store and delivering potatoes and apples to stores in Debert and Truro.

Busy times meant that Eric needed an assistant and in May, 1974 he hired Cecil Patriquin from Londonderry. This left Eric more free time to make runs to Truro and Cecil was available to help staff with heavier items such as fertilizer and potatoes.

A new wall cooler was installed in May, 1974. New candy display cases and a larger check out counter were added.

Most of June was spent remodeling the Packing Room and the Bakery area. Sally Jennings and Rona Murray had stopped baking and Phyllis Fiddes was finished making doughnuts. It was time to add a bakery.

In July, 1974 there were no strawberries for the July 1st weekend, so Eric loaded the railway cart with 175 watermelons.

New Bakery equipment started arriving in July. Three electric stoves were purchased for \$300, a doughnut machine for \$325 and a large bread mixer for \$1230.

The bread machine was so heavy that it took five men to unload it off the trailer. The ovens weighed 300- 400 lbs each.

Eric was excited to make his first doughnuts on July 15th and thrilled to sell 50 dozen in the first 2 days.

Audrey Smith was hired as the new baker and the first batch of bread was baked on July 17th. Eric says that there was some trouble getting the oven temperatures right and the first two batches of bread actually came out burnt.

By the end of July the Market had produced 441 loaves of bread and 476 dozen doughnuts, as well as some biscuits and loaves.

Audrey added raised doughnuts to the bakery selection in January, 1975. They were a big hit and sold 6 for 85 cents.

Sally Jennings replaced Audrey in the bakery in March of 1975.

The bakery was eventually closed in February of 1979 and all the equipment was sold. An apple dump and grader was built with the help of Everett McCully.

Bakery reopens in June 1981.

The bakery was reopened in June, 1981 with Arlene Bates as the cook. Donna Totten was often found in the bakery at this time, as well.

The Masstown Market became a Limited Company in January, 1982.

The Market Bakery provided all the baked goods for the Blueberry Growers Association display at the Atlantic Food Fair in the fall of 1982. A total of 160 dozen muffins, 100 dozen doughnuts and 5 large blueberry cakes were served to the public.

Eric and Donna Forshner formed a company in January, 1983 called Forshner Holdings, and bought a Take-Out Restaurant from Dave Jackson. The building was moved next to the Market and renovations began.

“The cost of renovations to this small building was approximately equal to the costs of building the original Fruit Stand in 1969,” said Eric.

A new waste burning and wood furnace was installed in January, 1983.

The Masstown Seafood and Dairy Bar held its’ official opening on Wed., March 16, 1983 and the Jennings’ family all stopped by for a family supper at the new restaurant.



Eric with a new tractor and strawberry planter in 1968.



The Boss, 1974



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

Donna Forshner worked at the Restaurant full time along with Rhoda Rushton.

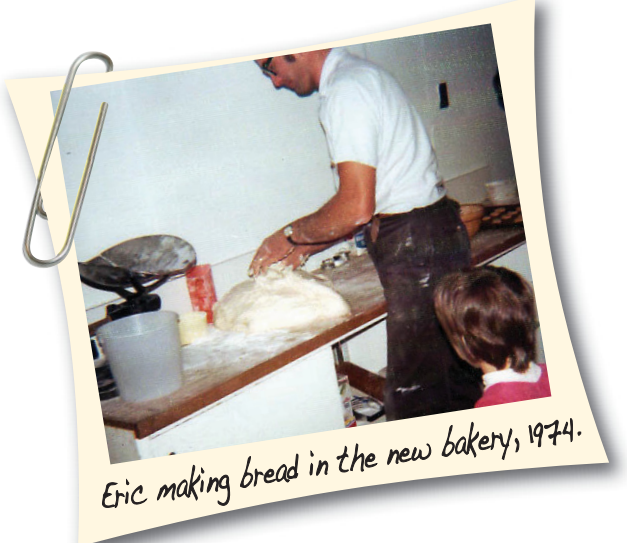
Sales steadily increased with the help of radio advertising and by the end of April the new Bakery was renovated. Bible Hill Bakery had sold out and Eric was able to purchase some of their equipment. Jim and Arlene Bates were kept busy making lots of baked goods.

Eric’s Garden Centre was expanded in the summer of 1983, as well. Flowers were purchased from West River Greenhouse, with trees and shrubs from McConnells Nursery.

Crops continued to be harvested throughout the seasons back on the family farm, with help from Wade, Laurie, Cara and Sarah.

In April, 1984 a 16 x 90 ft greenhouse was built at the farm and spinach and lettuce seeds were planted right away. “Eric and Laurie, indeed the whole family enjoyed working in the greenhouse,” says Priscilla. “Laurie transplanted a lot of peppers, tomatoes, sweet peas, cukes, etc- he had a grand time!”

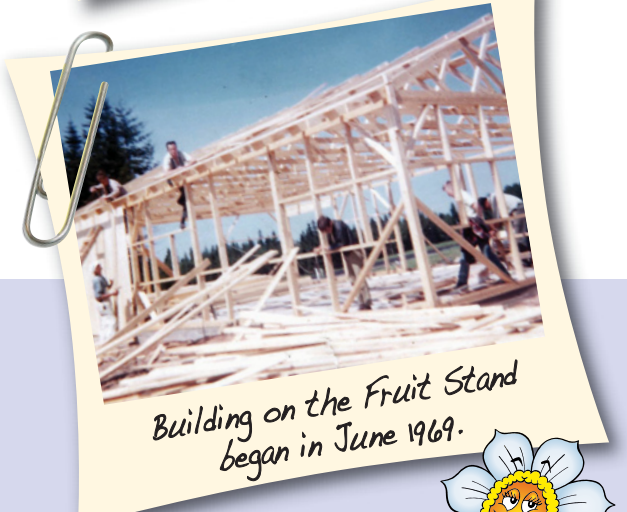
The Garden Centre was extended by five feet on two sides in May and the front wall was replaced with a chain link fence.



Eric making bread in the new bakery, 1974.



5A-1969- First advertisement, 1969



Building on the Fruit Stand began in June 1969.

