

Miss Z Photography turns fleeting moments into a lifetime of memories

Last year we showcased one of the nation's premier maternity photographers, Abrah Zion of Miss Z Photography, in a spotlight article. Since then a lot has happened. A **lot**.

Abrah has entered the lives of scores of people across the South Coast. I don't mean solely as a business entity, but also as a person who has found their life's passion and a way to integrate relationships with it. I come across a lot of people who are passionate about what they do, but the exuberance and excitement that come from Abrah when discussing her passion are on another level.

Her entire energy changes when the topic of her photography comes up. Here is someone whose first and fondest childhood memories revolve around a camera – a gift from her father – and snapping anything and everything in sight. While sunsets, sunrises, flowers, natural scenery and their ilk were targets, there was something special about living, breathing, dynamic targets.



*Maternal
photography is
one of many
services that
Miss Z
Photography
offers.*

Fondly poring over black and white images in the family's photo albums is responsible for many of her favorite childhood memories. The albums captivated her. These moments conveyed early on the sheer potency of images; the feel of holding the photographs in your hands and passing them along; the aroma of the aged vintage photos and paper it was attached to; the intimacy that came through sharing them with family and friends who sat alongside you. She knew then and there that life, memories, and moments would be her prized targets. She wanted to share with the world everything that was conveyed in the time spent with these albums.

In pursuit of this aim, she has rubbed shoulders with giants in the photography world and is constantly honing and developing her craft. She has learned directly from world renown newborn and maternity photographer to the stars Ana Brandt. She is a member of PPA – Professional Photographers of America, PPAM – Professional Photographers of America, Massachusetts division and NAPCP – the National Association of Professional Child Photographers.

She has also collected some pretty prestigious awards along the way. This January she won the Beauty and Lifestyle Mommy Magazine 2015 Parent's Choice award – quite a strong declaration by the people. One of the top publications in the photography world is Photography Magazine who listed her as one of the best newborn photographers in Massachusetts for 2016. When the critics and the people alike say you are one of the best you're doing something right and have something

special.

It doesn't stop there: she graciously volunteers her services to "Now I Lay Me Down to Sleep," an organization of professional photographers who dedicate their time and talent to photographing still born babies for parents as part of the bereavement and healing process.



There's no limit to the possibilities when it comes to themes.

Do you get the idea that she lives, breathes, sleeps and eats photography? What is the point I am illustrating here? That you would be hard pressed to find someone who **cares** as much, who is dedicated to doing her best, and who is determined to providing you with the finest quality photographs on planet earth. If you are looking for a way to document those fleeting memories that happen only **once** a lifetime, you'd be hard pressed to find someone better!

You may be asking "What does she specifically do? Just take pictures of my baby?" Of course, my words can't do anywhere close to the justice that her images can, but in a nutshell if it's related to maternity, newborns, babies, or families she excels at it. It's her niche – photography is such a deep field that the top photographers narrow that field down. Specialization is the name of the game and being able to take world-class photographs of a nature, doesn't mean it translates to photographs of newborns or vice versa.

That means if you want these moments captured, you want a photographer that spends all her/his time in one niche. Someone who knows the ins and outs, is highly experienced and is on the cutting edge of the field.

One of the newest services Miss Z has added that has become incredibly popular is the “Birthday Smash and Splash.” You and Abrah will discuss a theme that best fits your baby and choose the cutest, funniest, or sweetest one. On the day of the shooting, a fully themed backdrop will be presented and a matching themed cake will be waiting for your baby to smash. Talk about a photo opp!

After your baby enjoys making his or her mess, and you are laughing and smiling from ear to ear, the “splash” part comes in. A small bubble bath awaits, raising the cute factor through the stratosphere. You can blow bubbles to get his or her attention and create more smiles and photo opportunities.



Dad doesn't have to be left out!

This is certainly not a “Bring your cute baby by and I’ll snap some photos.” session. There’s quite the bit of thought behind it. There’s a clear passion and love for the subject matter. I mean, who doesn’t love babies? The manliest man will have no problem declaring how cute newborns are! To provide an atmosphere, the bring the best out of the baby (or mom or dad), and to create the photogenic moments takes much more than someone pushing a button behind a fancy camera.

These moments will happen once and be gone forever – as a father of a 14 year old, I can vouch for the speed with which our children grow up is astoundingly fast. While I took lots of pictures as any proud father would, I took pictures with a cruddy, cheap camera (smartphones with high-resolution cameras didn't exist yet) then stored them in boxes for later perusal. Struggling with sport-related memory issues, if I didn't have these images those moments would be gone forever. Pulling those boxes out and browsing through those images not only brings back those forgotten memories, but they are so incredibly powerful that they actually get a 14 year old teenager to put her phone away. How many things can do that these days?!

The two of us not only take great delight in passing the photos back and forth, but there's plenty of laughter, smiles, and the occasional sadness when we come across family we've lost in the 14 years she's been on the planet. An hour can pass by easily and the intimacy and bonding moment is something I can't put a price on.

My only regret is that I wish that I had better quality photos in terms of technique – less red eye, less blur, better centering, fewer cut-off heads, more spontaneity, and of course I wish I had better quality, more durable paper that would stand the test of time.

This illustrates the sheer power and massive value of “physical” pictures – images on paper being passed, hovering over shoulders and shoving them in each other faces “Hey look at your pants in this one! HA HA!” The feel, the energy, the atmosphere you get with physical pictures is superior to crowding around a computer screen. Having that box or photo album is far easier than trying to find where I put that blasted minuscule USB or where I left the CD that when I am lucky to find, is scratched.



*They grow up **fast** –
capture as many
moments as you can!*

You don't want to trust this sort of thing to an amateur photographer, but someone who is world-class, acclaimed, passionate and more than capable. Someone who will provide customized, individualized service with a personal relationship. Someone who will give lots of unmentioned extras. This is what sets Abrah and Miss Z Photography from the rest.

After the photo shoot, you can set up a custom "in-person" ordering session and will spend time deciding on your prints and choose which ones to keep a la carte. You can also determine the size and number of photographs and whether they will be framed or not. The images are mounted on a matboard and are printed on high quality archival paper that is also fade resistant. They can be finished with a protective high end linen texture or on thick, highly textured fine arts paper called Hahnemuhle prints. Prefer canvas (including Lagniappe) or metal prints? You can have that. Want a high quality photo book or album? She'll help you there as well.

Want to use a credit card? Want a payment plan? Looking for gift certificates to give a special gift to a friend or family member who is pregnant or just had a newborn? All covered by Miss Z.

If you want to read what people are saying, you can check out

the testimonials on the website or Facebook. Want to see examples of her work or find out more about Abrah? Check out her blog or join the newsletter. If you sign up for the newsletter, not only will you get a 15 page e-book titled How to take more memorable photos of your children.” but you will also be among the first to know about model opportunities, specials, and fun happenings at Miss Z Photography studios.



The “splash” in the “Birthday Smash and Splash.”

The photographs in this article have been formatted to be functional for viewing on phones, tablets and computers. They have been compressed and re-sized to speed up load times. They are poorer quality versions of the originals and do not accurately portray the high quality of the actual photographs nor the talent of the photographer. Please click the following links to see the actual quality.

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Spinner Publication's "A Picture History of New Bedford – Volume Two ~ 1925-1980"

"Union Street Railway terminal on Purchase Street in 1946. Osgood-Bradley delivered Car 403 (center) to the Union Street Railway in 1917. It proudly ran until trolley service ended in 1947."-excerpted from Spinner Publications.

July of 2013 we reviewed Spinner Publication's fine "A Picture History of New Bedford, Volume #1 ~ 1602-1925." It's been a long time coming for us history buffs, but the time has come: the area's leader in historical publications is proud to release the second volume, "A Picture History of New Bedford, Volume Two ~ 1925-1980."

The first book covered "ancient" history in terms of the

United States. Beginning with the time of Bartholomew Gosnold's arrival at "Smoking Rocks" in 1602, we traveled through history from when the nation could count its European presence on one hand – explorers, trappers, homesteaders and other pioneers – to just a few years shy of the Great Depression.



1950 shot of Ray and Joe's Delicatessen – you could order some soda or maybe a Black Cow ice cream float from "jerks." (Spinner Publications)

Spinner Publications is "famous" for their photo archives – those great black and white photos that instantly transport us back to our childhood or young adulthood or to a time period we find fascinating and perhaps for some of us, a time that we wish we could have experienced first hand.

However, the past few years Spinner Publications have shown themselves to be fine writers, editors, and producers of historical books. In fact, I'd go so far as to say they have actually outshone these popular photos – no easy task. These photos are fantastic, but the factoids, anecdotes, adding the context, and other commentary make them far more intriguing and memorable.

Why is Spinner Publications so good at this sort of thing?

They possess an almost unparalleled passion for history, particularly local history. You have to love what you are doing to spend the amount of time it takes to put together world class publications like they do. Many of these photos would be “meaningless” without the hours and hours of research that went behind that one short caption. It’s so much easier just to put a bunch of photographs together in a book and add a version of summarized history that has been done a hundred times before. That would be the easy way “out.”

This book is gargantuan. Not just in size – but in quality of images, content, editing and overall production. One of the particular aspects that resonated with me the most – as a history buff – is that the book goes well beyond the obligatory and/or popular topics. A serious effort went into balancing the lesser known with the popular. I’m reading history, especially local history all the time – I’ve been doing it for decades, and I continually came across things I did not know, or had never heard.

My “specialty” is 17th-19th century and with this particular time period of 1925-1980, I’ll admit I know a lot less. By 1980, I was only 10 years old, so these things are out of my personal experience, but this is a time period that plenty of locals can actually recall and reminisce about. In fact, don’t be surprised if you come across an image of yourself or someone you know!



The volume is characterized by high resolution photographs on high-quality, dense paper.

The 372 page book is broken into three chapters: 1925-1941 Stacks to Masts, 1942-1960 War & Peace, 1960-1980 Winds of Change. Each chapter has hundreds of gorgeously assembled pages, is positively jam-packed with crystal clear, high resolution photographs, and accompanied with balanced amounts of information. You don't get so much that you get bored, you don't get so little that you are left wondering.

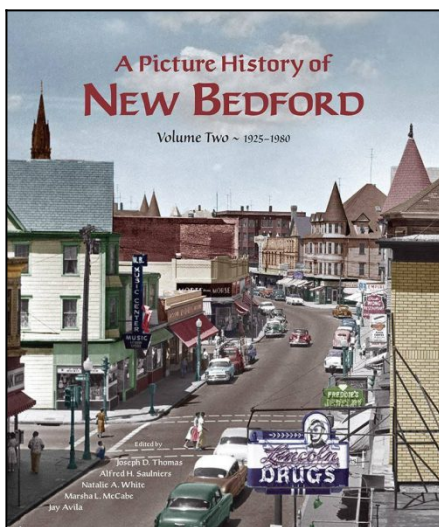
The book is like hopping into a TARDIS and instantly visiting these years. You will see buildings, houses, neighborhoods, people and places that you grew up around. If you didn't grow up around these things, you'll get to see what **was** in the places you visit today. Since I'm downtown quite often and typically going up and down Union, Purchase and William Streets, it's really fascinating to look at these images and say to myself "Hey, Cafe Arpeggio is there now!" Just looking at an image and wondering where it is exactly is pretty darn fun.

This book is a serious historical contribution. It's as monumentally iconic as the 1918 Zephaniah W. Pease's "History of New Bedford", W.A. Greenough & Co's editions of "New Bedford Directory: of the Inhabitants, Business Firms, Institutions, Streets, Societies," the multi-volume "Representative Men and Old Families of Southeastern Massachusetts" by J.H. Beers and Co. and their ilk. In many ways, it combines all the best elements of these giants in historical publications in a superior way.

What separates Spinner's publications from the others is the sheer volume of photographs adding visual to the text you are

poring through. Often when reading those other books you wish there were photographs paired with the text, but unfortunately the photographs are sparsely spaced – perhaps every few pages. If something is mentioned, there's a photograph of it. You will see the inside of textile mills, schools and businesses. You'll see the waterfront in many of its incarnations. What Route 18 looked like before the J.F.K. Highway was built. Trolleys heading up and down Union Street. Various fashions and businesses that have come and gone.

You'll see photographs of a time when Soccer and Boxing were the most popular sport's activities. Soda fountains, ice cream parlors, amusement parks, and skating rinks. You'll read about ethnic communities whose presence was once dominant, but have virtually disappeared: Russian Jews, Norwegians, Germans, Albanians (New Bedford once had the largest population of Albanians in the state), and Chinese.



The years between 1925-1980 are ones that many locals will recall from first-hand experience. (Spinner Publications)

There are simply too many topics and subjects to name. It's

astounding and a remarkable amount of work clearly went into this volume which will rightly take its place as the go-to historical reference for generations to come. This history may be of New Bedford, but it really is insight into America's history. If you enjoy history of New Bedford, the South Coast, Massachusetts, the nation or even the world, you will thoroughly enjoy this masterpiece. In fact, you may want to buy multiple copies – they make the perfect gift, but you will continually return to it so will want it nearby!

The 9"x11" book is available in hard cover or soft cover. In addition, there are 1,000 signed cloth editions for sale – each is numbered, Smyth sewn (sewn through the fold), and covered with a heavy dust jacket. Want to order the book, more info or get a sneak peek inside? Head to Spinner Publication's website.

For a glimpse at more images and info on the book, head to Spinner's Facebook [Page](#) that they built specifically for the books. For more info on Spinner Publications, you can check out their [Facebook](#), [website](#) or [Flickr](#) account.

On February 23rd, Spinner Publications will host a book signing event at the New Bedford Free Public Library from 6:00pm-9:00pm. You'll meet publisher Joseph Thomas and authors Alfred Saulniers and Jay Avila who will give a presentation on the photograph and text research they did to develop this book.

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Ten of the Best Sandwiches in Greater New Bedford – Part I

This article will surely ruffle some feathers and get some people's Irish up. So, let me pre-empt the content with a disclaimer: these are not the **only** ten great sandwiches. In fact, if I were to write what I believe to be **the** best sandwiches in greater New Bedford, the list would likely be 50 or more entries long. No one would read such a list. I'm simply picking ten of my current favorites...with a few honorable mentions.

This is simply one person's opinion. Ten of one person's fifty favorite sandwiches in no particular order. If you have a favorite that you think should be mentioned, by all means, mention it! Perhaps, it's a sandwich I haven't had and now can add to my Foodie Bucket List. I just want to let other foodies out there know about these sandwiches so they can share in my delight and I hope they will return the favor. Let's have a discussion and share our passion: mouth-watering sandwiches!

01. From the Seoul's Steak Sandwich



The steak or Bulgogi sandwich from "From the Seoul" in Dartmouth.

I'm always amazed at the response when I tell people about the Korean restaurant From the Seoul on Faunce Corner Road. Here is a place that I eat at once or twice per week – it's not only one of the best eateries on earth, but it's one of the most affordable eateries in the area. When you factor in the free appetizers (Ban Chan) it makes it a wonder that not everyone in greater New Bedford is aware of it.

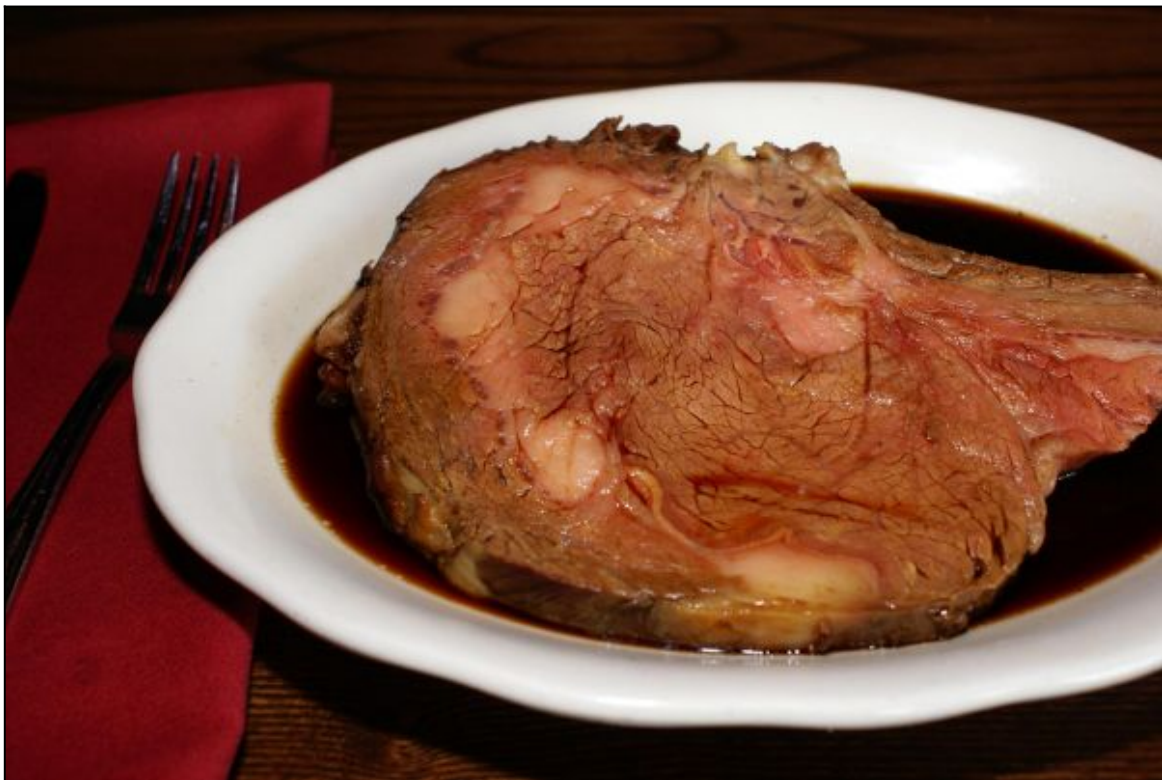
I typically choose one of the soups – the Kimchi Jigae, Gamjatang, or Doen Jang Jigae- or the Korean standard, Bibim Bap. However, one "under the radar" dish that they offer is their steak or chicken sandwich. It's a perfect fusion of Korean and American. It starts with a perfectly toasted hoagie bun. It has the tiniest layer of crisp and no sign of toasted char, if that makes sense. It is then jam-packed with lightly seasoned beef – you may have chicken if you prefer. If you've had Korean food before, you know that they typically marinate the tenderized, meat with a hint of slightly sweet and salty.

It does not get in the way of the flavor of the meat – it just heightens it. Back-up singers, if you will.

Complimenting the hoagie and bed of meat are sauteed mushrooms, peppers and onions – optionally of course. It is then smothered in an appropriate – read, not “buried”- amount of blended Mozzarella and Cheddar and served with a side of some of the best French fries you can get anywhere. No joke.

If life has you down and you need a pick-me-up, head to From the Seoul. Anything you order will cheer you up, but their sandwich is guaranteed to work like a charm.

02. Mike's Open Face Prime Rib Sandwich



This is the Prime Rib that goes into Mike's famous Open Face Prime Rib sandwich. (Facebook)

I have enjoyed this Mike's staple for as long as I can remember. Mike's Restaurant in Fairhaven was the place to go when my brother and I behaved for a few days...ahem, hours in a row. A reward at the end of the week for fighting every

temptation to wrestle, break things, or generally misbehave. "You boys have been good. Do you want to go to Mike's?"

Mike's is famous for this Prime Rib Sandwich: "12 oz. cooked to your liking and topped with Au Jus." Of course, it has to be covered in Mozzarella cheese. Just typing those words kicked my salivary glands into production. There is something magical about what Mike's does with prime rib. It's as flawless of a steak sandwich as you'll find anywhere on the South Coast. Buttery, tender, melt in your mouth heaping of prime rib on a white hoagie. It is topped in generous amounts of stringy, Mozzarella cheese and covered in that delectable, famous, salty Au Jus. I'm fond of saying "Madness." when this sandwich arrives. It's so good, that you feel like you are doing something bad.

It comes with the House Salad so you don't feel too bad about ordering that much good at one time in one place.

03. Hangman Coffee Hut's Fig-N-Cheesy Panini [CLOSED]



The Fig-N-Cheesy from Hangman Coffee Hut should be

called the Prosciutto Lover's Sandwich!

Hangman's Hut is a hidden gem that many haven't heard of. This little spot on Wareham Road in Marion is one of my most favorite spots on the planet. Not only do you get restaurant quality food at a cafe, but the service and atmosphere are second to none.

One of the things that makes Hangman Hut such a stand-out is the variety of sandwiches they offer. Picking one to highlight here is like picking a favorite child. I usually like one or two sandwiches on most cafe menus and stick with them, but I'm very fond of pretty much the entire sandwich menu at "Hangman's." It's madness on top of madness.

One sandwich, in particular, is a recent addition and is off the charts amazing. Make your eyes water with joy type of amazing. The Fig-N-Cheesy Panini: Prosciutto, Fig Compote, Goat Cheese on your choice of bread which includes Portuguese Bolos and Pretzel Bun. I always opt for the slightly sweet Portuguese Bolos. Prosciutto, after to Sopressatta, is my favorite meat on the earth. It's very rich and also expensive, so is a rare treat. In spite of its expense, the portion in this sandwich is very generous. It should be called the "Prosciutto Lover's Panini." The naturally sweet fig compote is made from scratch, of course and marries well with the saltiness of the Prosciutto.

A healthy portion of rich goat cheese rounds out the ingredients of this food menage-a-trois. Hangman's Coffee Hut has another dozen plus sandwiches in this vein that are sure to please your palate. The Fig Deal is Fig Compote, Apple, Goat Cheese, Greens, Balsamic Vinegar. The Caprese is Basil Pesto, Mozzarella, Red Onion, Pepper, Tomato. There is even a dessert sandwich called the M&M Panini: Bacon, Nutella, Banana, Honey, Croissant.

You must try this off-the-beaten-path cafe!

04. Pour Farm Tavern's Cubano



Few places locally make a Cubano sandwich as good as the Pour Farm Tavern does.

The Pour Farm Tavern is a local favorite watering hole. A place where hipsters, trust fund babies, bikers, artists, musicians, the elderly, the binge drinker, barfly and other denizens prefer to unwind. It is a veritable melting pot of all walks of life which is why it's one of my favorite places to go.

While it is known for its astonishing variety of microbrews which are constantly being rotated, what it isn't as well-known for, and *should* be, is the food coming out of the kitchen. I don't know the story behind who is doing the cooking, but I do know that he sure as hell knows what he's doing. This is restaurant quality fare being made by a genuine chef. I have mentioned in the past that I've had Cubanos all the way from here to Florida and the Cubano served at the Pour Farm Tavern rivals the best I've had.

"Smoked pulled pork, Cure 81 ham, Swiss cheese, pickle and a secret spicy sauce served on toasted torpedo roll with choice of side." is how the Pour Farm describes their Cubano. The

amount of care that went into each ingredient, and in compiling them into a quintessential Cubano is to be applauded. This isn't a slapping together of the ingredients between two slices of bread. This is someone who has passion and pride in what they are doing and by the craftsmanship, this is someone who has had their fair share of Cubanos. I want one NOW.

05. Cravings Cakery & Cafe's Smoked Salmon "Break-Wich"



My other standby from Cravings: the Morning Special: 2 eggs, baby Spinach, and Vermont Cheddar cheese on multi-grain bread.

Rounding out this first half of the countdown is Cravings Cafe on State Road in Dartmouth. This is another one of my favorite spots and another place that is known for one thing, but should be known for another. Cravings is famous for creating

custom cakes that put to shame most of the creations you see on popular TV shows. Incredulity is the common response when people see the photo albums that we share.

While Cravings makes world-class cakes, cupcakes and other sweet treats they offer some phenomenal soups and sandwiches. While I am very fond of the Morning Special – 2 eggs, baby Spinach, and Vermont Cheddar cheese – when I feel like I’ve been a good boy and deserve something nice, I get the Smoked Salmon Break-Wich: a bagel of your choice with tomato, onion, capers, and homemade chive cream cheese and smoked salmon. That smoked salmon...just fresh, chilled, superior quality mouth-watering, and piled on. I could just eat it as it is and be happy. However, the freshly sliced tomato and onion, the hint of saltiness from the capers, and the made from scratch chive cream cheese, just push this into the stratosphere.

There’s no surprise here because everything that Jessica Marmelo and crew touch turns to food gold. They can’t do something mediocre if they tried. A Lox bagel is hard to find these days, and Cravings Cafe is one of the last bastions for this old classic.

Stay tuned for the second half of the “Ten of the Best Sandwiches in Greater New Bedford.” Have you had any of these sandwiches? Prefer a different sandwich at one of these places?

**Anthony F. Cordeiro Insurance
Agency – family owned and**

operated business providing superlative service to thousands for 30 years

Since ubiquitous is a good way to describe how many insurance agencies there are, how do you choose one to trust with your property, livelihood, and possessions? No one wants to take chance with the most important things in our life. We won't put them into just anyone's hands.

Just like any business, there is a gamut that runs from mediocre to superlative when it comes to insurance companies. What are the earmarks and attributes of those that are at the top? We want friendly, knowledgeable, professional customer service. We want to be sold the highest quality products. We want a reasonable asking price that is appropriate to the service and product we are getting. We want to be a name, not a number.



Mark Cordeiro, Account Executive.

Because of the commonality of insurance agencies, if we don't get these requirements met, we don't have to travel far – often walking distance – to take our business somewhere else. This “threat” is one of the positives of a capitalist economy: compete or die.

So, how do we sort through all of these insurance agencies? Do

we “buy” into the marketing? Do we believe what the commercial is stating or implying about the business to be true? While I wouldn’t rule out that there are people who would “fall” for a commercial, its business mascot, or sales pitch, most of us require more convincing than that. Of all businesses, an insurance agency should be held to a higher standard – if we made a wrong choice in purchasing a policy we can’t simply return it like we can with other industries. Having found out you purchased the wrong insurance policy or bought it from the wrong people after disaster can have marked effects that can last a lifetime.

This higher standard comes down to anecdotes, word-of-mouth, and persistence. If a sister, best friend, or aunt says “I’ve been going to so-and-so for 15 years and never had a single problem.” or shares a story about the time they had to actually redeem a policy, that carries weight. You listen.

And since there are many insurance companies and people can go down the road, you won’t last long at all if you aren’t providing all the aforementioned superlatives when it comes to service and product. One place that has been going above and beyond, is trusted by thousands, and is highly respected, is Cordeiro Insurance Agency of Fall River. The proof as they say is in the proverbial pudding: they are celebrating their 30th anniversary this year. 30 years of impeccable service speaks for itself.



*Laurie LaCroix,
Personal Lines
Customer Service*

*Representative, with a
happy customer.*

The agency which Anthony F. Cordeiro himself founded in 1987, has thrived off of what they feel is the best form of advertisement: word-of-mouth. Indeed, their slogan – which they take seriously – is “Stability, Integrity & Trust.” Treat people right, stand by your word, and follow through and people will talk and tell their friends, families, and neighbors.

It has worked swimmingly.

They have successfully served and continue to serve thousands of families and companies throughout Massachusetts, Rhode Island, and Connecticut. Mr. Cordeiro iced that “cake” by telling me that he feels this is a privilege and one he is grateful for. He’s doing something he wants to do and has a passion for. His work **is** his inspiration: he finds great reward in the ability to assist people in protecting their most valuable assets such as their autos, homes, businesses, and future of their families.

When asked about the success of the agency, Anthony stated “We’re a family-owned boutique agency, we are highly involved with our clients and their lives, and we listen to the needs of our clients and aim to serve them.” In that vein, Anthony and the rest of the staff, feel the first step is informing and educating the customer so they can make better decisions.

You may be baffled to find that if you shop for a policy with any of the agents at Cordeiro Insurance Agency, you may hear them recommend a cheaper option – they may even talk you out of an expensive one. Seems counter-intuitive, but they want what is best for **you**, not to upsell you. They are already successful and don’t need to “milk” you. When you do the right thing, word-of-mouth spreads. That is their preferred method of generating revenue.

“We genuinely help you get exactly the coverage you need to safeguard your home, family, property, or business. Not more, not less. Exactly.” declared Anthony. Besides that integrity, they offer a comprehensive line of personal and commercial insurance products – serviced by a veteran team of insurance professionals with over 125 years of combined experience in the industry.

So who would benefit most from considering Cordeiro Insurance Agency? Millennials who are now searching for policies separate from their parents, first-time homebuyers, owners of multi-family tenement homes, employers seeking commercial, worker’s liability, and/or health insurance for their businesses and employees, and individuals who are unhappy with their current agency/agent. In essence, everyone.



*Ashley Pimental
wearing the Cordeiro
uniform: a smile.*

For many it comes down to affordability. A lot of companies offer great service, great options, and are very accessible. The sole barrier is cost. You can stop in and compare prices for yourself with no obligation and you will find them to not only be very competitive, but for the price, Cordeiro Insurance Agency will be hard to beat.

Outside of helping people make the best possible decisions when it comes to a policy, and then protecting them, Anthony F. Cordeiro Insurance Agency, is proud to play a leading role in supporting key community initiatives that are improving the quality of life for everyone here in southern New England. It

makes a lot of sense: helping the community thrive translates into more customers!

If you are unhappy with your current insurance agency because of poor service, being treated like a number, rates have skyrocketed, or you would prefer to talk to the face of someone local rather than go through a website or outsourced operator, you'll be pleasantly surprised with your experience with any of the staff at Cordeiro Insurance Agency.

Don't fall for a silly lizard, general, or quirky, annoying actress. "Fall" for a local insurance agency whose proven success is based on friendly, professional service, decades of experience, and thousands of satisfied customers that live right next door.

Executive Team

Anthony F. Cordeiro

President & CEO

30 years experience

Holds Series 7, Series 13, and Principal 24 Securities Licenses

Insurance licenses in Property, Casualty, Life, Accident, and Health

Certified Chartered Pension Professional

Licensed real estate broker in Massachusetts

Bachelor's degree in Accountancy from University of Massachusetts- Amherst

MBA with a concentration in Finance from Bryant College

Helinette Souza

Operations Manager

30 years experience

Bachelor's degree in Marketing from University of

Massachusetts- Amherst

Mark Cordeiro

Account Executive

9 years experience

Series 7 General Securities registration

Series 63 State Securities registration

Insurance licenses in Property, Casualty, Life, Accident, and Health

Bachelor's degree in Accountancy from Bryant University

Paul Rebello

Account Executive

26 years experience

Insurance licenses in Property, Casualty, Life, Accident, and Health

Andrew Cordeiro

Account Executive

5 years experience

Insurance licenses in Property, Casualty, Accident, Sickness or Health

Bachelor's degree in Accountancy from University of Massachusetts- Dartmouth

Melanie Cordeiro

Marketing Director

2 years experience

Bachelor's of Science degree in Business Management from Providence College

Staff

Lyn-Marie Silvia

Receptionist/Front Desk

1 year experience

Christine Pavao

Commercial Lines

15 years experience

Customer Service Representative

Laurie A. LaCroix

Personal Lines

8 years experience

Customer Service Representative

Ashley Pimentel

Personal Lines

7 years experience

Customer Service Representative

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Saturday: 9:00am-12:00pm

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Care Free Homes wants to give you a \$25,000 Home Makeover for free!

In November, we shared some of the great things that the family owned and operated Care Free Homes is doing in the community and beyond. Donating to charitable organizations, giving away roofs in their “No Roof Left Behind” program, and honoring our veterans and those who have served with substantial rebates in their “Roof Fro Troops” program are just a few of the ways that they choose to give back.

The biggest demonstration of who they are and how big their hearts are is with their extremely generous Care Free \$25,000 Home Makeover Sweepstakes. Yes, you read that right: 25,000 big ones, smackeroos, duckets, shekels, greenbacks. Some lucky person or family will get a whopping \$25,000 worth of products and services towards their home. They could choose to spend that money on marketing, but they feel giving back to the community is the best marketing there is.



Before and After image of last year's makeover.

Well, they are at it again!

This year's Care Free \$25,000 Home Makeover Sweepstakes is underway and began on Sunday, January 31 and it will end on

April 30, 2016. If you are a homeowner, you are eligible. Simple as that. You can register online or in person at any one of their shows across the South Coast, like the Greater New Bedford Home Show, the Hyannis Rotary Home & Garden Show, the Plymouth Home Show, and the Bristol County Home & Garden Show.

What will the lucky winner receive? Your home will be wrapped in vinyl siding by industry leader, Mastic Home Exteriors. Their gorgeous Carvedwood 44 premium vinyl siding is very durable in all weather and has the appearance of natural wood. Care Free Homes is of course, a Mastic Elite contractor qualified to install this award winning siding.

Your roof will be replaced with the high quality GAF Timberline Lifetime Roofing System. GAF is North America's largest manufacturer of commercial and residential roofing and they got that way by utilizing the finest and most rugged material available. Care Free Homes is one of the elite qualified contractors: they are a GAF MasterElite contractor and excel at doing exactly this so well, that they won the GAF Consumer Protection Excellence Award.



Best thank you card ever from the two young girls whose home was transformed.

It doesn't stop there: the winner will also receive Harvey Classic vinyl replacement windows for their home. Care Free Homes is the **only** Harvey Elite Dealer in the South Coast.

Harvey has been producing world class windows for almost 60 years and are the region leader in engineering leak-proof, tough windows. The elite series, like all their windows comes with their industry-leading warranty: it covers the window and parts for life and a lifetime glass breakage warranty.

Can you imagine what **your** house would look like with new siding, new windows and a new roof? Care Free Homes turned last year's winners home into a new home in just a few weeks – so you can watch in amazement how efficiently and expertly the experienced construction team works as your new home gets a makeover.

To get a glimpse of the quality of products Care Free Homes utilizes and the craftsmanship and pride that goes into their work, check out last year's winner here Their green asphalt shingles were replaced with Mastic's Carvedwood 44 premium vinyl siding, English Wedgewood which gives the appearance of natural painted Cedar clapboard. Since their roof was in perfect shape, Care Free replaced the roof on their 2 car garage with a GAF Lifetime Roofing System's Pewter Gray to match the roof of the house. The windows were replaced with Harvey's energy efficient versions in a six over one grid pattern.



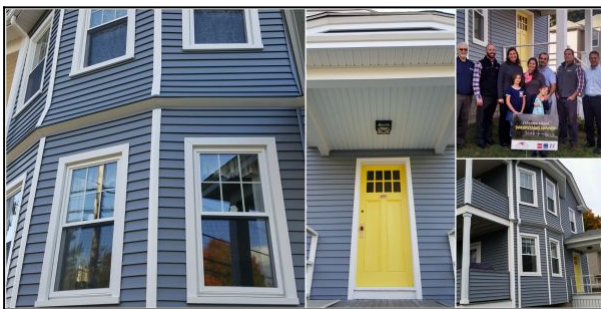
Even the family pet was ecstatic to win!

If the before and after images aren't convincing enough, the response from the winning family and their glowing review on Care Free Home's Facebook page and on Guild Quality should

push you off the proverbial fence. You can see a video of the reveal here.

The homeowners raved: "The Mastic siding is gorgeous. Our beautiful new Harvey windows add so much curb appeal. The Timberline roofing tops it all off. The Care Free staff and crew were so wonderful and easy to work with! A fantastic family run business with great employees." The young daughter of the family perhaps said it best: "They took our house from the ugly duckling to a beautiful swan."

Want to enter to be just like this family? register online here. No purchase is necessary, simply fill out the registration form and click "submit" and you will then have a chance to to win a \$25,000 home makeover courtesy of Care Free Homes.



A collage of the home of the 2015 Care Free Homes \$25,000 Makeover.

—

Care Free Homes Spotlight

239 Huttleston Avenue

Fairhaven, MA

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Email: info@carefreehomescompany.com

Hours of Operation:

Mon-Fri: 8:00am-5:00pm

Website: carefreehomescompany.com/

Facebook: facebook.com/carefreehomes

Twitter: twitter.com/makeitcarefree

Instagram: instagram.com/carefreehomesinc/

YouTube: youtube.com/user/carefreehomesinc

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Who Remembers...Building #19?

The very first Building 19 location in Hingham. (Jared and Corin)

Here is another installment in our *Who Remembers?* series. You can browse previous articles by using the search bar on the right or by clicking **here**. These articles are strolls down memory lane. In some cases the buildings, but new businesses have replaced them. In other instances, the buildings or even the properties have been razed. Instead of a building, it may be a TV show, personality, or commercial that no one longer exists. Either way, it can't stop us from taking the Memory Lane stroll!

As always we would rather this be a discussion. No one knows this area better than those who grew up here! Please, leave constructive criticism, feedback, and corrections. We'd love to hear your anecdotes. Please share!

The Building 19 at 19 Hathaway Road is responsible for a **lot** of great memories. Say the words "Building 19" and it

immediately conjures up memories of the comic-style murals, newspaper inserts, and amazing deals.



*Building 19's slogans
always screamed "fun."
(Michael Killoran)*

Their advertising style may have been joking, but their deals were no laughing matter. Serious deals. On top of that it was just plain fun to visit. When my mom said she was going heading to Building 19 and asked if I and my brother wanted to tag along, the reply would be a universal and coordinated "DUH!" For parents, it was all about fantastic deals, that frequently rotated inventory (often very oddball) which always meant surprises, and an attempt to tire the kids out with all the walking and excitement. Fat chance.

For kids, the savings meant you were more likely to get a "Yes." to a request to get something for yourself. The energy, hustle and bustle of that store was contagious. Heading to Building 19 was like heading to the mall. It was exciting.

So, writing a "Who Remembers?" article on such a place doesn't come without melancholy. I'd rather **not** be writing an article recalling Building 19. I'd rather be visiting it.

The mill building responsible for these memories was built in 1917 and encompassed 13.2 acres. The Building 19 company was founded at Hingham in 1964 by Jerry Ellis (born Gerald Elovitz) and Harry Andler. Before long ten locations across Massachusetts, New Hampshire and Rhode Island would open with the slogan "Good stuff cheap!" and use adverts that would use

pithy statements like “If you can’t find what you’re looking for, buy something else.” Of course, everyone fondly recalls the free coffee while shopping, which was accompanied with “Free fake cream.” He would use this sense of humor to label many of the goods, including what would be considered today to be incredibly un-PC, white tank top t-shirts called “Wife beaters.”



A quintessential ad showcasing Mat Brown’s artwork. (Matt Brown)

While Ellis himself was behind the creation of these soundbites, it was Scituate native Matt Brown who was responsible for the popular artwork. He simply answered an ad placed by Ellis in 1967. He was hired for \$5 an hour and worked part-time when he wasn’t teaching Math at Scituate High School. Brown wouldn’t find out for years, that he was actually the only cartoonist to answer the ad.

Often the artwork would depict Ellis being pushed about to work harder and find better products for customers by the taskmaster, co-founder Jerry Andler.

The idea behind the name? It’s in perfect line with the slogan and brand of the store: Mr. Ellis just used the name of a sign that was already on the building – a mill at Bethlehem Hingham Shipyard. Since he didn’t feel that the store would be open long enough to matter, he didn’t feel that putting much thought behind it would be practical.

Ellis was just taking advantage of what he thought was a

temporary opportunity to purchase a bunch of products that local merchants were trying to discard because of overstocking, irregularities – often unnoticeable- or because they had some defects.



*Typical inside of one of the ten locations.
(Jared and Corin)*

A book with torn or bent page, a box on a small appliance that had been opened, an item that was outdated or discontinued – who knows what the reason was? All that mattered is that they were drastically reduced in price for very minor reasons.

If the stores were so popular, why did they close down? The reasons were because of an ever evolving consumer market, cheaper goods because of overseas wholesaling and competition from many similar close-out style stores and dollar themed shops.

In addition, the internet flattened the world, allowing people to find even cheaper prices from poorer countries. Ellis absolutely loved the stores and operating them, but after almost a decade of not generating profit, he reluctantly had to close the doors. The company would eventually file for Chapter 11 bankruptcy in 2013 and slowly close all ten locations to the disappointment of many locals.

I would give my left arm to have some of that cheap watered coffee and fake cream.

New Bedford Streets; A Piece of Americana: King's Highway

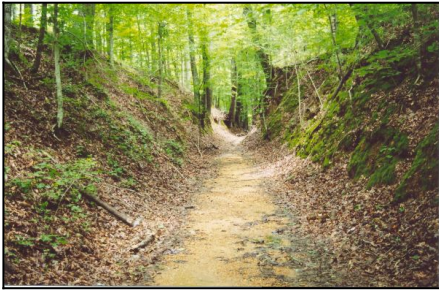
Welcome to next installment in the New Bedford Streets; A Piece of Americana series. Previously we covered William Street, Kempton Street, Middle Street, Centre Street, Ashley Boulevard, Elm Street, Coggeshall Street, Mechanics Lane, Washburn Street and many others. If you would like to read those or perhaps revisit them, they can be found by using the search bar to the right. You can also select the "Streets" category.

As usual, I'd like to re-iterate the importance of reader feedback, correction, and contributions. In the process of exploring these streets, I try to confirm or validate statements and dates by finding multiple sources. Unfortunately, if all those sources are making their statement based on an older, incorrect source, and there isn't any dissenting information available, there's no way to know otherwise. So by all means, please join in.

In addition, when trying to validate some statements, often there is very little to no information available. I haven't decided which is worse – finding one source, or finding multiple sources, but not knowing if they were all founded on an inaccuracy. So help from local historians, those who remember, oral histories and anecdotes handed down through the generations, people with private collections, and even know-it-alls will help!

By all means, let us make this an open discussion to keep the "wiki" accurate.

How many times do you suspect that you've driven along King's Highway? Somewhere along the line you must have wondered "King who?" or "How is it that we are getting **off** the highway, yet onto a supposed 'highway' which is really a city street?"



An old Indian trail – what King's Highway was originally.

The term *highway* goes back to the Old English word *heahweg* which meant "a public main road from one town to another." While we freely interchange the word with other words like freeway or motorway, there was a time in our history that it meant something very specific. The key is within the word itself: it was called so because the road or way was actually raised or "high," as in higher than the "others."

The highway goes all the way back to ancient Rome. To say that the ancient Romans traveled would certainly be an understatement. The expanse of the Roman Empire was a vast one and that meant there was a need to get from point "A" to point "B" in the most expedient manner possible to deliver supplies, trade goods, transport arms and weaponry, or just explore foreign lands. What was needed was something that wouldn't slow down travel every time it rained, snowed or flooded.

In a time before macadam, tar and asphalt there was....dirt. Cobblestones or freestones were simply not a practical, viable option when it came to traversing thousands of miles for the early settlers. For an empire like Rome without the Atlantic

to cross, this was much more feasible. A more efficient method was needed and the one decided upon was simply taking earth from opposite sides of the intended road, and piling it in the center – this raised the road. To differentiate these from the common road, they were dubbed *highways*.

When the settlers arrived they needed to have a clear path between settlements. Out of practicality – though potentially dangerous- they would commute along the old extant, already cleared Indian paths. In this way – pardon the pun – they would either have to do nothing, or only slightly expand the path. Interestingly, these trails an paths were so old that moccasin shod feet had worn them down to as far as 2 feet deep.

Of course, as time went on and colonies formed, larger groups and vehicles would follow along these paths necessitating raising the the road to be a highway for the reasons mentioned above.



The 1,300 miles of King's Highway started by King Charles II in 1650.

In the case of “King’s Highway” they did exactly that. In 1652 many of the Dartmouth proprietors came from Plymouth Colony to inspect their land purchases. There is mention that they simply followed “...the old Indian trail from Plymouth to Newport. Leaving the head of the Acushnet River, it followed

the line of the Tarkiln Hill road to the present Acushnet station; thence through the Hathaway Road to Smith's Mills, by the old road to Head of Westport; then through Tiverton to Dan Howland's Ferry (1685-1690) and thence to Newport." As of 1652, this path was known as "Old Rode Island Way," but before long would be known as King's Highway.

The land that this Old Rhode Island Way or King's Highway traversed was owned by iconic men and families of the New Bedford's past; veritable giants like the Russells, Kemptons, Allens, Jenney, Willis and Pope.

The next mention after that of the 1652 Old Dartmouth Proprietors wouldn't come until 1704. Since not much was surveyed, in lieu of maps, one would find layouts. These were sketches that resembled maps, but were nowhere near as accurate, symmetrical or proportionate since landmarks were primarily used instead of streets and distances. If there was surveying, it was of farmstead or homestead boundaries.

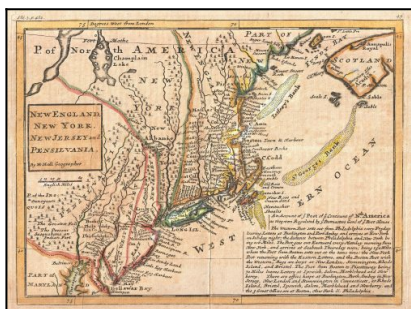
This layout would have made some good eye candy for the article, alas I couldn't find any. The only mention I came across was in an Old Dartmouth Historical Sketch where it states "Laid out a drift way to go down the lots on the West side of the Cushenit river, to turn out of the Country road a little to the westward of the first brook on the west side of the bridge over Cushenit river where is now and so in the old path till it comes to a marked red oke bush and then to turn out on the west side of the old way and so to go along in the new path above the new fenced land till it comes to the land of Stephen Peckum (Peckham) and then over the bridge in his pasture and the south-westerly till it comes into the path and thence along the path till it comes into the way that comes from Clark's Cove."

Phew. That is a carefully crafted and directionally vague sentence to avoid using the period to punctuate! This illustrates why layouts were used – there was little to

measure beyond farm boundaries.

Shining light on that vague sentence is the commentary that followed:

"We may not be able to follow the bed of the first brook west from the river, or to locate the "red oke bush," or the bridge in the pasture of Stephen Peckum;" but in the County Street and Acushnet Avenue of our day, straightened to be sure, to meet the demands of a later time, we are, in part following the old paths used by the Indians and the Pilgrims."



1729 map of the region. (Large View)

Sadly, from here the trail grows cold – sorry, I have no power to resist puns. The name King’s Highway eventually supersedes the other names like Old Rhode Island Way, Plymouth Way, Parting Ways (one of many.)

I’ve found no mention of who the king was, so we’ll have to use inference and deductive reasoning to come as close as possible. Since there was no one of great stature with the surname *King* in New Bedford’s early history, it would be safe to rule out one of the first and largest thoroughfares in the country being named after one. Highly unlikely.

I’ve heard it said that it was named after King Philip or Metacomet. Early settlers and colonists used the original Indian names for rivers, ponds and other land features, even towns. In some cases, they would name something in honor of a local Indian warrior or chief. However, there is little

precedence for naming land or a street in honor of someone who killed many locals – fresh in their minds.

What is most likely the case is that the “King” in King’s Highway was an English king. Throughout history we have many King’s Highways. In fact, you can go back almost 2,000 years to the ancient Near East to find the first mention of a King’s Highway – a trade route from Egypt to the Sinai Peninsula. There are no less than 15 recorded uses of King’s Highway which can be seen here.

Throughout the colonies from 1650 to 1735, 1,300 miles of road were designated as a King’s Highway. These roads were commissioned initially by Charles II of Scotland (Scotland? England had no monarchy during this time) who reigned from 1649-1651. The reason? To provide a clear postal route between Boston and the southern colonies.

It’s certainly not a leap of faith to conclude that the King’s Highway that we currently have – an old Indian path, became an important postal route and subsequently for public use by traders, merchants, settlers, and anyone else.

The fact that it is not dedicated to a specific monarch indicates how unstable and filled with turmoil the English monarchy was in this period. 1649 was the year England became a republic and declared a Commonwealth. After a second English Civil War and trial and execution of Charles I, this was a huge statement made by the people – one that said “We’re sick of a monarchy!” Power would be “passed” to Parliament and the Council of State and here the famous Cromwells as Lords Protectors, would enter the picture.



*Doth thou
thinkest that
King Charles II
is the “king” of
King’s Highway?*

This period in English history is a deep and complicated one that goes beyond the scope of this article – however, it is an intriguing one for the implications it would have on the history of the Western World and certainly worth a follow-up read.

For now, suffice it to say that there was no king to name, because no king was expected to be on the throne for long, and people weren’t sure whether passing power to parliament and the Council of State was a permanent thing or whether the idea of a monarchy would take a back seat or be done away with for good. Indeed, it would eventually be restored with the House of Stewart and Charles II in 1660.

How this pertains to King’s Highway demonstrates how loyal many colonists were to the English throne. Keep in mind that this is a period before the Revolutionary War and before the terms loyalist, Tory, royalists, or patriot. At this early time in history, Americans saw themselves as English and/or European and would often refer to themselves as the King’s Men. They were all loyalists. In fact, it could be said that most were proto-Nationalists, even among many of the pilgrims who fled England to practice their own brand of religion.

So who is the king in King’s Highway since there was no king at the time the Dartmouth Proprietors visited the area? Since

the road is not dubbed “Lord Protector’s Highway” we know the street wasn’t named while the Cromwells ruled from 1653-1659.

The aforementioned King Charles II of Scotland who was King from 1649-1651 took to the throne as King of Scotland, England and Wales in 1660 and reigned until his death by apoplexy in 1685. So, with liberty – pardon the pun again – it could be said that the “King” in King’s Highway *could* be King Charles II.

However, what we have here is an extension of hope by the English settlers that the monarchy would “come ’round.” It hearkens back to a time when America wasn’t really American yet and was more European or British – when they were all loyal subjects. So, King’s Highway wasn’t made in honor of any specific king, but showed a devout and loyal attitude to the monarchy in general. This makes this article the quintessential piece of Americana.

Pelletier Appliance Repair – a father and son business helping us out of tight spots

With today’s technology, we often don’t realize how much we rely on an appliance until it’s on the blink. Often, we don’t get reminded of how reliant we are unless we lose power in a storm or car accident. Within an hour we begin to look at one another cross-eyed, so pull out board games, play cards or head out for a country ride. The other reminder is when we go on long camping trips and realize how convenient a microwave or refrigerator is.

Not being able to simply reach into a refrigerator, having to hang clothes on a line because the dryer is toast, or not being able to bake something because the oven no longer functions properly are minor first world inconveniences, but disruptive ones – especially if one has plans, has hundreds of dollars worth of food in a refrigerator that could spoil, or you are expecting guests.



There is nothing that the Pelletiers haven't seen and can't fix!

When something does sputter out and no longer work, we set up an appointment with a large, super store. This is in spite of the fact that often they are so busy that they are booked days or even weeks out. Why should one suffer when there is a local, small business that does these things? A smaller business means you call each other by name, can build a rapport over the years, and can trust them to not refer you to the sales department to turn a repair call into a larger profit margin.

Pelletier's Appliance Repair is a local, family business that has decades of experience in fixing appliances all across the South Coast from New Bedford, Fairhaven, Dartmouth, and Westport to Rochester, Wareham and Lakeville and beyond. Father Dennis Pelletier started Pelletier's Appliance Repair over 40 years ago and his son Danny (and three brothers!) were "helping" dad out as far back as he can remember. In fact, he can't remember a time when he wasn't tinkering or learning. He continued his education in northern New York and by attending

a trade school near Cleveland, Ohio.

The two fixed most brands of washers, dryers, dishwashers, ovens, stove refrigerators and more while providing that small business friendliness everyone loves. Once they worked their magic for someone, they were always called back – being familiar with a customer's history and where they live makes the whole repair process much smoother. Not having a stranger come to your house or having a different person on each call isn't popular for a reason. Everyone likes that friend that can swing by and fix something and that's what the Pelletiers aim for. They want you to have the same feeling when you reach for the phone.



Father Dennis and son Danny have a wealth of experience in knowledge in appliance repair, backed with friendliness and affordable prices.

When Danny came of age and cut his teeth on the trade, he struck out on his own, but so proud of his father that he did not rename the business: his business is called Pelletier's Appliance Repair 2nd Generation. Same wealth of knowledge and experience. Same reputation for speedy response, expert repair, reliability, and affordable prices.

The next time one of your appliances breaks down give one of the Pelletiers a call. After your first repair you'll see how

friendly, professional and affordable it is. You can then rely on the fact that that all future phone calls for appliance repair will be to a “friend.” Having a familiar face show up is just something you won’t get from a large super-store or chain. The convenience of saying “Danny – the washing machine is doing the *same* thing again.” and having him know exactly what that means, showing up with the right parts and tools means you are back up and running in no time at all.

I’ll never call a chain store or big department store and deal with aggressive salesmen trying to upsell me, push products I’m not interested in, try to replace a part I don’t need, or tack on expensive warranties. Or even try to convince me to replace my appliance that simply needs a repair.

I love small businesses, mom & pop stores, or one man-shows. It’s not that I think super-stores are a bad thing – I enjoy the choices, the massive inventories, and low prices -but there are some products or services that I’d rather get from the local folks. The Pelletiers have rescued us countless times – they are appliance “ninja.” I like that I can go about my business at home knowing that in the next 15-30 minutes I’ll hear those magic words “All set!”

Pelletier Appliance Repairs & Pelletier Appliance Repairs 2nd Generation

1161 Victoria St,

New Bedford, Massachusetts 02745

Phone: 518.429.0834 (Call or Text)

Facebook: facebook.com/Pelletiers-Appliance-Repairs-2nd-Generation-1701535236735868/

Website: dpappliancerepairs.com/

Foodie's Guide to Regional Gastronomy: Linguiça and Chouriço

In this series, we hope to highlight and showcase in as interesting a way as possible, the stories behind our favorite, mouth-watering local dishes. While we'll focus on greater New Bedford and the South Coast, we will occasionally "travel" to places like Plymouth, Providence or even Boston. I will attempt to keep it light-hearted, fun and easy to read. While I can't promise to keep you compelled and pull you along with prose – that would take a professional writer – I will promise to be liberal with the drool-inducing images of these dishes.

I grew up in a Sicilian household where everyone – man, woman, child – was participating in preparing meals. It was a "trick" to get everyone together, talking, laughing and, of course, the occasional heated debate. Food was a huge part of our identity, where we came from, who we were. There was something special about the atmosphere that revolved around a meal that **we** prepared.



You haven't lived until you've had at least one Chouriço Bombeiro! (Catavino.net)

This is certainly not unique to a Sicilian household. Every ethnic group in the country has a proud culinary tradition that they grew up around. You can easily replace "Sicilian" with Irish, Vietnamese, Portuguese, Ethiopian, Greek or anything else. This is why food as a topic is always so popular. We humans love our food and that passion goes beyond the gustatory or taste – we crave the aromas, delight in the presentation, are fueled by the atmosphere, and relish – pardon the pun – discussion about our favorite dishes, restaurants or cuisines.

One thing that is often not discussed, is glossed over, or

barely touched upon, is the history or background of these dishes. Now, to some, this conjures up the voice of the guy from the “dry eyes” commercial. The terms, for many, are synonymous with “boring,” “dull,” or “It’s time to go.” However, the background can be interesting, fun, or funny and it can be so without being facetious, dumbed-down or popular. I will make every attempt to maintain a fresh balance with this series.

As always, feedback is encouraged. Anecdotes are wanted. Discussion is paramount. **Please** join in.

In this inaugural installment, I felt it was fitting to cover something Portuguese. It is perhaps the largest ethnicity in New Bedford and *linguiça*/chouriço are something we’ve all tried and likely devour frequently. While both are so ubiquitous in this area, outside of Portuguese communities mention either one and you’ll get silence and puzzled faces.

Imagine the horror of never having had Portuguese food, especially *linguiça*? These poor deprived souls. They must wander through life feeling a sort of emptiness inside but never able to place a finger on what exactly it is. If there is such a thing as hell on earth, it must be a place without Portuguese food.



Little treasures of smoked happiness curing in preparation for your plate or “pop”

Hyperbole aside, linguiça and its sister chouriço, are part and parcel of our everyday lives, whether we are Portuguese or not. It's like the greater New Bedford's "Oreo Cookie" in the sense that there is no end to the debate on how one should eat them. Should they be grilled? Slapped on a pop? With mustard or without? Cheese or no cheese? On pizza? Should they just be heated up lightly or cooked until charred? Are they mildly spicy or without heat? Who makes the best? These are fighting words! Epa!

Linguiça and chouriço are of course, types of sausage. The Portuguese excel at a variety of sausages – what they call *enchidos* – with these two just being the most popular. Other *enchidos* include the ancient *Alheira* made with chicken and created to make it a bit easier for Jewish people to convert, *morcela* or blood sausage, or *presunto*, their version of Italian prosciutto, to name a few. The word linguiça is derived from the Italian word *luganega*, from the ancient Lucanians who used to make linguiça-style sausages in ancient Rome.

What's not to like about the smoked, cured, seasoned pork sausage packages of happiness? Not only delicious to young and old, man and woman, capitalist and communist they take very little time to prepare. They can be served on a plate or

slapped in a pop and made into a street food. They are inexpensive, require no special cooking skills to heat up, and can be paired with just about anything, e.g. rice, potatoes, salad, coleslaw, beans, etc.

Being cured was a technique that preserved food for longer periods of time – crucial for long naval trips that the Portuguese are famous for throughout history. Having a hold full of linguça to survive a fishing trip or even one across the Atlantic doesn't sound bad at all and certainly made things a bit easier to..ahem, swallow. In a culture where the economy or environment dictated that every part of the animal be used, this is an ingenious way to make the worst or less popular cuts of meat like organs, more palatable. Particularly clever is it packages the meat in a casing made from something that wouldn't have much of a use and be tossed away as useless: the intestines.

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What's your favorite way to prepare linguiça or chouriço?
(Dennis Wilkinson)

Anywhere that the Portuguese navigated to for trade or colonization, adopted this popular sausage. Azoreans and Madeirans will tell you that theirs is prepared differently than that on the mainland. Brazil has traditional Portuguese linguiça but because Italians immigrated to Brazil in its youth it has two Italian influenced versions: *linguiça Toscana* and *linguiça calabresa* which utilized Italian calabresa peppers. The Portuguese colonized Goa, a city in Western India and there you will find that the Goans took traditional chouriço and added ginger, red chilies, more vinegar, and in some cases turmeric or even yellow curry powder. In Okinawa they mince it and make it into a stuffing or a coating like panko.

Even within the United States and parts of Canada you will find enclaves of Portuguese communities different than what we have in greater New Bedford, albeit only slightly, and often the difference is in ratios of ingredients not flavor profiles. There are Portuguese communities in Seattle, New Jersey, Connecticut, and California. Most notably, the Hawaiian version is a bit larger, may contain beef and they serve it in a hot dog bun with the typical hot dog condiments.

Sounds kind of blasphemous, if you ask me.

As with all great foods, there is debate attached to linguiça and chouriço. Which one of these two is better? Is there a difference? What is it? Does Gaspar's or Amaral's make the best? Many would counter that with a "My avó make the best, that's who." But both those companies make a fantastic sausage – more than people would admit, when avó was about. It would take a brave soul to stand up in a crowd at a Portuguese family gathering and declare "Amaral's makes better linguiça than my avó." Brave and stupid.

Not only do those two companies and everyone's avó probably make insanely delicious enchidos, but the many Salchicharia's in the area do as well. Not having an avó myself, and preferring to support the local, little guy, I get mine from New Bedford Salchicharia. The Umbelina family makes fresh, microbatches of make you cry good linguiça and chouriço, often making seasonal -like a chicken linguiça with dried cranberries around the holidays. Regardless, I would accept linguiça or chouriço from the supermarket or someone's grandmother or aunt. I have never had bad linguiça or chouriço.



The crazy Hawaiians treat linguiça like it's a hot dog.
So what is the difference between these two enchidos? Well, it's tough to get a clear, defined answer. Some say, just the

color: chouriço has a brighter red color from more paprika. Others say chouriço has more garlic, pepper and is the spicier of the two. I've heard linguiça has a dash of anise and chouriço has none. Chouriço is supposedly chunkier and more coarse and linguiça is fattier. Bring up a quality that is supposed to be singular to one and I'll point out someone who says the opposite is true. There is even a group that states that the difference is exactly "zero." I doubt this debate will ever be defined to the point that arguing will cease.

What we have here is a case of a myriad of manufacturers with different recipes. These recipes were likely handed down through the generations and you damn well better be loyal to your family's linguiça. That meant you grew up with linguiça a certain way and felt that it was **the** way it was made. The same thing goes on in Italian households. Everyone's nonna supposedly makes the best red sauce and it supposed to have "x" many ingredients in an exact ratio or keep it away from me.

What we will have to debate is who makes better linguiça or chouriço between New Bedford and Fall River. We should have a friendly linguiça face-off to determine who has the best. A sort of Superbowl type event where the trophy goes to the city with the best based on a taste test or vote at a festival. We have Chowderfests where people make traditional and creative versions – why not have something based on a food we all love? Mayors and City Councilors could use it as a platform "We will send those wannabes in Fall River packing by proving what we already know: New Bedford makes the best linguiça and chouriço."

I kid, of course.

We already know that New Bedford makes the best.

Got an idea for the next article? Is there a food you grew up on, but never knew the history behind it? Want to share a recipe? Want to brain the author with a frying pan? Send us your messages!

Who Remembers...Hot Wheels and Skate Plus?

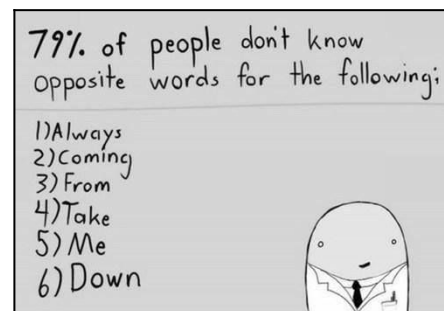
Here is another installment in our *Who Remembers?* series. You can browse previous articles by using the search bar on the right or by clicking **here**. These articles are strolls down memory lane. In some cases the buildings, but new businesses have replaced them. In other instances, the buildings or even the properties have been razed. Instead of a building, it may be a TV show, personality, or commercial that no one longer exists. Either way, it can't stop us from taking the Memory Lane stroll!

As always we would rather this be a discussion. No one knows this area better than those who grew up here! Please, leave constructive criticism, feedback, and corrections. We'd love to hear your anecdotes. Please share!

I grew up in the 1970s and 1980s – eras where the nation made some pretty monumental leaps in terms of social change. The 1980s, in particular, were characterized by an almost naive level of fun. Life was good for America in the late 1970s through the 1980s. It permeated fashion, hairstyles, the film industry, and especially our leisure activities.

One of the common activities that scream this era is roller

skating. Just say those two words to someone and watch the gears start to turn and memories start to fly. Most often this will elicit some smiling or smirking. We begin to remember the brightly colored, vividly patterned clothing we wore, the hairspray saturated hairstyles we had, and the common slang we utilized, e.g. rad, bitchin', totally tubular, etc.



Sorry, couldn't resist.

By the time we go through this, think of a few iconic movies like "Fast Times at Ridgemont High," "The Breakfast Club," or "Ghostbusters" we may suddenly realize some time has passed and we forgot the person who mentioned it was there! This is the power of this special time. I'd imagine it's like this for any era, but since this was my era I'm certainly biased.

There are simply too many things to reminisce about in the 1980s, so the best way to wax nostalgic is to narrow the focus – in this case, the roller rink. Here is where many teenagers first experienced unsupervised leisure time. It was our first foray into going outside the home for a few hours without our parents or a guardian. Of course, that also meant our first dance or kiss.

If you weren't meeting your girlfriend or boyfriend it didn't matter. There were lots of cute girls and boys to choose from. It was a place to hang out and let loose – just be a kid or teen without being told "Don't do that. Clean your room. Quiet down." The 80s roller rink (and the mall) was a bridge from childhood to teenager. It was a medium where we could practice

being a young adult.

Just as important we could wear anything without being judged – fashion and hairstyle were considered self-expression and encouraged by peers. Who here had a favorite pair of leg warmers, parachute pants, or some puffy shoulder pads? How about a selection of Miami Vice or Member's Only dinner jackets? Girls could use yellow or blue mascara and no one would bat an eye. Got a new pair of jeans? Rip some holes in it and roll up the leg bottoms a bit. Big hair, round brushes for those bangs, and a scrunchie would round things out. How about a denim jacket with your favorite metal band patch taking up the back? Converse or Vans?

Two of the area's favorite spots for the roller rink vibe were New Bedford's "Hot Wheels" and Fairhaven's "Skate Plus." I spent virtually every weekend at these two spots from the age of 13-15. We would walk around these places with these various fashion statements and hairstyles and dropping as much slang as possible while "checking out the chicks." These hairstyles and clothing are now called "costumes" at Halloween stores. In between chat we would play some stand-up arcade games, grab some pizza, a hot dog or hamburger and have at it again.



I don't recall skates like this, but "loud" would be a good way to describe 80s fashion.
(farm5)

Guess what? Sometimes we'd even skate! Skating backward was a great way to show your "manliness" and surely will attract the

chicks, right? Simon Says, limbo and couples skate would inevitably happen, but the “rad” and cool people wouldn’t skate to that. 1980s was about making statements – you’d be outed as a dweeb or Neo-maxi-zoom-dweebie if you did that. You’d make a statement by donning the skates when your band or song came on. It let everyone know who you were and your musical taste was a good way to let everyone know.

No night would be complete if you didn’t dedicate a song to someone special – or even better hand off a “mix tape.” Popular songs were Maneater (Hall & Oates), “You can dance if you want to.” (Men Without Hats), “Whip It!” (Devo), or I Love Rock ‘N Roll (Joan Jett). Of course, if I was choosing the music it would be Megadeth, Slayer, Testament or Overkill, but that wasn’t happening at the skating rink.

The beauty of this era was the communication medium: face to face discussion. There was no such thing as being ignored because someone was doing a status update. There was no vying for the attention of your peers – you always had it.

The time spent in these two skate rinks were some of my fondest in life. The 80s especially were an innocent era in American history. We didn’t have (or didn’t notice) daily terrorism, beheadings, planes flying into buildings, social crusading, or smartphone distractions. Heroin was relegated to the fringes and “hard drugs” for us was smoking marijuana. It was a special time plain and simple.