

Rolling out the new recycling carts



The new recycling carts have arrived!

by Joyce Rowley

Ken Blanchard, Director of Facilities and Fleet Services and Marissa Perez-Dormitzer, the City's recycling coordinator, were on hand at the Appointments and Briefings Committee meeting to show City Council the new roll-out carts for residents. New Bedford residents received notification on the new carts in their February water bills.

55,000 new roll-out carts will be distributed starting in May, Blanchard said, for the new automated residential curbside pickup that begins June 23, 2014. Blue-lid carts will be for trash, and orange lid for recycling. Recycling will now be "single stream" all in one container—no more separating out the paper, plastic, and metals.

Carts will be put curbside in the same location that trash

barrels are placed now. The new ABC Disposal trucks have arms that reach out and pick up the carts, then lift and empty them into the truck.

Homes with less than three units will receive carts at no cost; buildings with four or more units will pay a one-time fee per cart. A 65-gallon cart costs \$59.18 and a 95-gallon cart costs \$66.82 for the life of the cart. Extra recycling carts of either variety can be purchased if they're needed, Blanchard said.



*Carts to be put in
same location as
trash barrels*

One- and two-family dwellings will receive one each trash and recycling 65-gallon cart. Three-family and four-family dwellings will receive two 95-gallon trash and two 95-gallon recycling carts. Five- and six-unit properties will receive three 95-gallon trash carts and two 95-gallon recycling carts.

And in case any of the carts get swiped, they'll be traceable by a bar-code that gives the correct address for each cart. Not quite GPS track-able, said Blanchard, but close. They'll also have a white strip for residents to write their address on their cart.

ABC Disposal has begun using roll-out carts in Fall River and Plymouth successfully. The benefits are many, said Blanchard. No bags, no sea gulls picking them apart, means cleaner streets.

But Councilor-at-large Linda Morad questioned why four-family houses had to pay, and why three-family houses did not. Blanchard said that one- through three-family houses typically were owner occupied, whereas the larger houses were more likely to be income-producing property and so could afford the carts.

Morad said she'd received a number of questions on the carts already.

"Is an elderly person going to be able to push it down a seven-foot driveway?" Morad asked. Perez-Dormitzer said that she had used the carts through her four pregnancies, and it was no problem.

Blanchard said the carts were designed for ease in movement, even on stairs, as Councilor Joseph Lopes also asked how elderly in his ward often have stairs to navigate.



*Carts were designed
for ease in movement*

Councilor Henry Bousquet of Ward 3 also questioned how some of the commercial restaurants downtown would use the carts, particularly where there were either stairs or no alleyway to store the carts.

"People are going to have to find a way to store them," Blanchard said. "People used to put their garbage cans in a coop and lock it." He pointed out that people can find a way to get a Christmas tree to their house, but going the other way...

Bousquet asked that Perez-Dormitzer work on a way to make food waste composting a possibility for the City's restaurants.

"How can we make that a reality? We could have a really valuable soil for community gardens and parks that we wouldn't have to pay for," Bousquet said.

Scott Alfonse, executive director of the Greater New Bedford Regional Refuse Management District, said that high-volume generators of food waste were going to have to find other disposal means. A statewide ban will taking effect in July will be implemented by October of this year.

The District is collaborating on an anaerobic digester being built at the landfill which will take food waste and convert it to methane gas. The existing 3.3 megawatt landfill-gas-to-energy plant will use the methane to generate electricity.

14 Things To Do This Weekend (Feb 21-Feb 23)



OK, not sure what to make of these temperatures. I thought I had entered the wrong zip code. Guess what? You're not seeing things – these are the real temperatures for this weekend. It will be in the 50s!!! This is great news for those of you who

love the outdoors and like to partake in the many goings-on in the region. Since, you can't have everything, there will be rain and a possible thunderstorm on Friday. Sunday morning will be the only time all weekend long that we get into freezing temperatures. This may make for some icy road conditions when you head out Sunday, so be careful!

As always, click on the title for more or detailed information on the event. Most of the events were pulled from our [event calendar](#) where you can find hundreds of local area events each month. The event calendar is FREE, so if you are a local business, and not taking advantage of FREE publicity, shame on you! Are you a local business and want to sponsor this high traffic, weekend guide? Contact info@newbedfordguide.com for more details. Have an event to add? Check out our tutorial. For more info, you can click on each title. Know of another event this weekend? Post a reply!

Friday, February 21st

Buttonwood Zoo: Wild Winter: Day 1 (10:00 am-2:00 pm)

Have a hootin' & a howlin' time during winter vacation week! Each day will feature special activities to keep your little critters busy. At 10:30: Cat Chat at Bobcats, 11:00am Keeper Chat at the Aquatic Environment Center, 12:00pm Keeper Chat at Harbor Seals, 2:00pm River Otter Enrichment, 3:00pm Keeper Chat at Harbor Seals. Activities are free with zoo admission.

SHARKS! Shark week at Mystic Aquarium (Mystic) (10:00-3:00pm)

It's all about SHARKS this February vacation at Mystic Aquarium. Join us ALL WEEKEND and discover what makes sharks so cool. See sharks of all shapes and sizes (including some you may not even realize are sharks!). How does your sense of smell compare to a shark's, which sharks have the biggest teeth, what do sharks eat? These are just some of the fun

things you'll discover as you enjoy the SHARKS activities. Take part in a shark scavenger hunt and stop by the Shark Encounter exhibit where you can reach in and actually touch a shark as it swims by. Activities are free with admission or membership.

Painting with a Splash: "Kid's Class "Princess or Prince" & "Wine on the Beach" w/ Richa (3:30 & 7:00pm)

Welcome to Painting with a Splash Where you are the artist! Painting with a Splash is the newest addition to Historic Whaling City Downtown New Bedford. Bringing you an experience of art as entertainment. Add a little wine (BYOB) that will surely tap into your creative side.



*Come chat with
the animals
all weekend
long at
Buttonwood
Zoo!*

With step by step instruction and a little music, you and your friends will create the evenings featured painting with a splash of your own uniqueness. NO EXPERIENCE NECESSARY! Just a desire to have fun.

Dock-U-Mentaries Film: 'Dad I Wanna Go Fishin' (7:30 pm)

"Sometimes we were in seas like mountains. We were fishermen, we worked hard, we loved it, we hated it. The romance ends

when you leave the dock. That's the way it is. It's in the blood." Dad I Wanna Go Fishin' is an intimate portrait of commercial fishing on the F/V Little Infant out of Provincetown. The 90 minute film combines footage from the 1950s, 1960's and 1970's with expert narration by retired fisherman, Peter R. Cook.

Saturday, February 22nd

Buttonwood Zoo: Wild Winter: Day 2 (10:00 am-2:00 pm)

Have a hootin' & a howlin' time during winter vacation week! Each day will feature special activities to keep your little critters busy. At 10:30: Cat Chat at Bobcats, 11:00am Keeper Chat at the Aquatic Environment Center, 12:00pm Keeper Chat at Harbor Seals, 2:00pm River Otter Enrichment, 3:00pm Keeper Chat at Harbor Seals. Activities are free with zoo admission.

Health and Wellness Fair (12:00-5:00 pm)

Health and Wellness Fair sponsored by Rare Disease Awareness Network takes place at Greater New Bedford Vocational at 1121 Ashley Blvd. Rare Disease Awareness Network, Corp. began as a small group of people who combined forces to ensure that one rare disease patient would receive their life-saving medicine. Admission is FREE for all ages.



*See what it's like to
be a big role model!*

Big Brother Big Sister Open House (1-3:00 pm)

This is a casual, fun and FREE event open to anyone wanting to learn more about their program. You'll get to meet the "Bigs" and "Littles" and see first hand the impact that mentoring can have!

Westport Land Conservation Trust: Wild Winter Talks (2-4:00 pm)

Wildlife in Your Back Lot: Balancing Appreciation and Conflict Prevention – The last in the Series of Wild Winter Talks will cover how to co-exist with common backyard wildlife, appreciating wildlife from a distance, and keeping wildlife wild.

Painting with a Splash: "At the Beach" & "Hut" w/ Ann (3:30 & 7:00 pm)

Welcome to Painting with a Splash Where you are the artist! Painting with a Splash is the newest addition to Historic Whaling City Downtown New Bedford. Bringing you an experience of art as entertainment. Add a little wine (BYOB) that will surely tap into your creative side. With step by step instruction and a little music, you and your friends will create the evenings featured painting with a splash of your

own uniqueness. NO EXPERIENCE NECESSARY! Just a desire to have fun.

“Psychic Saturday” Benefit for 16 month old Aythn Sousa (12:00-8:00 pm)

The Hollywood Scoop Family along with Miss Susan Swanbeck will be hosting a Psychic Saturday Event to Benefit 16 month old Athyn Sousa battling Stage 4 Neuroblastoma and his family with their financial hardship so that his parents may be with him at all times. Miss Susan will be conducting 15 minute psychic readings at a cost of \$20 at The Hollywood Scoop and will be donating its full portion of the proceeds directly to Athyn and his family, which will be half. Items for sale and a Chinese auction. Anyone wishing to donate may contact Lori L. Truehart at 508-287-1907 or Jamie Nunes at 774-263-5335. For more info, click on the event title.

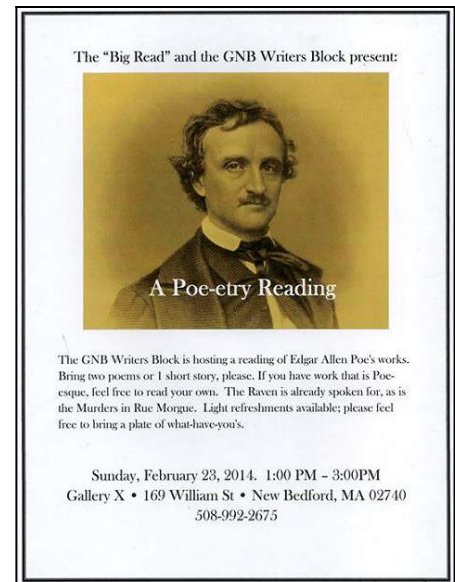
Sunday, February 23rd

Bus Trip to Foxwoods (Dartmouth) (8:00 am-4:00 pm)

Win millions at Foxwood! Or at least get rich in spirit for having fun at Foxwoods. The trip features the bus trip a buffet or \$10 meal ticket, and \$15 for Keno. A continental breakfast at 7:15 will start the day. Proceeds to benefit the Humane Society, at 31 Venture Drive in Dartmouth. For further details, click on the event title.

Buttonwood Zoo: Wild Winter: Day 3 (10:00 am-2:00 pm)

Have a hootin' & a howlin' time during winter vacation week! Each day will feature special activities to keep your little critters busy. At 10:30: Cat Chat at Bobcats, 11:00am Keeper Chat at the Aquatic Environment Center, 12:00pm Keeper Chat at Harbor Seals, 2:00pm River Otter Enrichment, 3:00pm Keeper Chat at Harbor Seals. Activities are free with zoo admission.



*Grab your poems and
head to Gallery X*

Writers Block Poe-etry at Gallery X (1:00 pm-3:00 pm)

Gallery X will host the "Big Read" and the GNB Writers Block Poe-etry Reading. Bring two poems or one short story if you wish to read. Sign up begins are 12:30 p.m. Free and open to public. (508) 992-2675, info@galleryx.org or www.galleryx.org.

**"An Old House On An Old Road in Old Dartmouth" (Dartmouth)
(2:00 pm-4:00 pm)**

Dartmouth Historical and Arts Society presents "An Old House On An Old Road in Old Dartmouth. Robert Harding's recollections about the Other Almy House." Harding directed a project to acquire and restore the historic Slater/Almy Mill property in Slatersville, RI, saving it from total destruction. Harding's talk affords a unique opportunity not only to learn about one of Dartmouth's oldest homes, but to experience the thrill of unveiling secrets of the families who lived there. Admission free to members, \$5 for non-members. Taking place at the Dartmouth Historical and Arts Society at 1205 Russells Mills Road.

Want to sponsor this weekend guide? Contact

info@newbedfordguide.com for more details.

The Layperson's Guide to the Charles W. Morgan

Charles W. Morgan, built at the foot of Maxfield (now Hillman) Street in 1841 (Spinner Pub.)

The Charles W. Morgan is scheduled to sail into New Bedford Harbor on Wednesday, June 25, at approximately 3:30pm. Homecoming ceremony is Saturday, June 28 at 10am. The vessel will open to the public on Saturday, June 28 at 1pm.

What's the big deal about the sea vessel, Charles W. Morgan? Why all the hoopla? It seems like locals are going bananas over the upcoming visit of the vessel to New Bedford this summer. Why is that? Here is our guide for the layperson, or average Joe without all the historic fluff to make you drowsy. We'll keep it interesting, and place some wonderful historic photos that you all love.

Just the -not so boring- facts, ma'am.

The Charles W. Morgan was built in July 1841 right here in New Bedford. Indeed, at Jethro and Zachariah Hillman's Shipyard at the bottom of Maxfield Street – which “turns into” Hillman Street until it runs into the harbor. Hillman Street was named after their father, Zachariah who was the commander of the first uniformed militia in New Bedford in the 1820s. The War of 1812 wasn't even over for a decade and there was yet to be an official police force. These Hillman's were the same fellows who tried to stifle the mob violence that revolved

around New Bedford's "brothel in a ship," **the Ark.**



*The unsung heroes of
the Morgan – its crew!
(Whaling Museum)*

The 113' foot long, 351 ton ship would one of many to be owned by New Bedford whaling mogul, Quaker, and Pennsylvania native, Charles Waln Morgan. It took more than 30 craftsmen, a total of 7 months at the cost of \$26,877 to build her. Her main truck or mast for you landlubbers, stood 110' above the deck. Her masts held a whopping 13,000 square feet of sails and was one of a few ships, that had a tryworks* on deck, as opposed to paying someone else to do it. Because of this she had a rather large crew of approximately 30-35.

She would serve the Morgan family on many voyages until America's largest whaling firm, New Bedford based J.&W.R. Wing Company, purchased her in the middle of the Civil War in 1863. She continued as a whaler through 1921, making 37 voyages, totaling exactly 80 years. She also had a part-time career as an "actor" in three movies from 1916-1923.

While sitting in the harbor on the night of June 30, 1924, a steamer called the *Sankaty* caught fire and drifted into the *Morgan* and set her afire as well. Poor gal. Here she was with no industry to ply her trade for, looking forward to retirement and she gets nearly burnt down. She would have certainly been destined to be trashed if it wasn't for one of the world's richest men, Col. Edward Howland Robinson Green,

son of the “Witch of Wall Street,” Hetty Green. He tossed lots of money at her, then brought her to his Round Hill Estate, embedded her in the sand, then exhibited her.



*The Morgan docked
in New Bedford
(Spinner
Publications.)*

In November of 1941, she was sent to rest at Chubb’s Wharf, Mystic Seaport. In 1968, a restoration project did a bang-up job on restoring her structurally. This was followed in 1974, with some work on her hull. Finally, the most recent restoration project was undertaken in 2008, she had major work done on the keel (“fin” at the bottom), the bow (front) and the stern (rear). On her 172nd anniversary, July 21, of 2013, she was re-launched into the Mystic River.

She will then make her 38th voyage with stops in New London, Conn., Newport, Vineyard Haven, New Bedford (yay!), Boston, back to New London, a stop at the Cape Cod Canal Mystic Seaport before returning to her home at Mystic Seaport in August 2014. The full itinerary can be read **here** and the specifics on the New Bedford visit can be seen **here**. To see if you had a relative that sailed on the Charles W. Morgan, check the New Bedford Whaling Museum’s **Crew List Database**.

What’s all the hoopla about?

The short and easy summary of why the Charles W. Morgan is a

big deal is because it is the oldest wooden whale-ship on the planet. Whaling gave America in general, and New Bedford specifically, a massive economic boost and contributed to making both financial powerhouses. It served a total of 80 years generating massive amounts of revenue. That means it has a tremendous value in the nation's and New Bedford's history. In fact, it was listed on the National Register of Historic Places and designated a National Historic Landmark in 1966.

Of great historic importance to America and the South Coast. Check.

But, what else?



*Gorgeous 19th century
capture of the Morgan
at New Bedford wharf
(Whaling Museum)*

How about the 1,000 souls who worked as crew on the *Morgan*? The scores of craftsmen that restored it? The docents that worked on it in an historic capacity? It has generated income for countless people whose families have benefited. It has put supper on the table, paid mortgages, developed bank accounts, or simply placed priceless smiles on thousands of faces. Imagine how many tens of thousands of people that this ship has affected by its existence!

So, when a multi-million dollar restoration project was undertaken in 2008 at her home in Mystic Seaport, she garnered everyone's attention. Everyone wants to see this almost magical ship. If it weren't for the whaling industry, and

vessels like the Morgan, New Bedford would not be the same. Not by a long shot. Countless *more* will be affected.

We will be able to climb aboard the *Morgan* and walk the *very same footsteps* as the 19th century whalers – great men who had the fortitude, resilience and doggedness to go to sea for up to 3 years at a time. Men who made enormous sacrifices, to take care of their families. We'll be able to share the tread of men of character that helped found the greatest nation on earth. You will be able to stand on the deck and declare "I am standing on vessel that played a pivotal role in history – America's, the South Coast, and New Bedford's." A privilege, I will be honored to receive.

That's why it's a big deal. And it'll be worth it every penny.

** For you landlubbers, a tryworks is a facility that melts whale blubber, and filters it to produce barrels of oil for lighting, heat, and more.*



Almost 2 centuries old, the Charles W. Morgan

*will come home to New Bedford, June 2014
(Spinner Pub.)*

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All Friends Catering Places Greater New Bedford on the BBQ Map!

Yes. This is an actual picture of Littlenecks made by All Friends Catering!

How does a business -in this case, a caterer- go from unknown to have everyone in the greater New Bedford area talking about it in a three year period? How does one get their business to be highly in demand? By offering mouth watering food and backing it with world-class service, that's how.

Since the economic downturn in 2008, the South Coast region - or the nation for that matter- hasn't exactly been the best environment to get a business started *and* survive. There's plenty of competition too. So, when a business *does* survive past its first year, it can't be simply chalked up to luck or chance. You have to do something right and do that something right better than most.



Down South isn't the only place you can get authentic BBQ!

That's exactly the case with New Bedford native Jonathan Abreu's "All Friends Catering," which serves the greater New Bedford area and beyond, specializing in a BBQ (which is unique to the area) that has a Portuguese and New England twist. While there is no doubt that his training at Johnson and Wales University in the field of Culinary Arts and Food Service Management, and 15+ years in the food service industry and local restaurants helped – that's indubitably not enough. You have to make damn good food, to put it simply.

Chances are you've heard some word of mouth, read some **testimonials**, or seen some of the drool-inducing images on his **website** or **Facebook**. If you haven't, the previous sentence contains links. If you are a fan of "drool-inducing" images, don't fret – there will be plenty in the article and in an album at the end.

This area seriously lacks in the BBQ department, so I'm overjoyed that "All Friends" is around – especially since I'm a foodie! What makes Abreu's BBQ so darn good? The flavored woods, like hickory, peach, pecan, cherry and apple are a factor. A delectable homemade BBQ sauce, a sweet coleslaw, and all the side dishes as well.

The fact that he buys local -supporting farms like **Silverbrook Farm of Acushnet** in the process- is a HUGE part of it. Using local foods, as opposed to shipped in produce, means it isn't picked before it's ripened and shipped on a truck for 4-5

days. You get the freshest fruits, vegetables and meat that are harvested when they are perfectly ready. There is a taste difference that goes far beyond the subtle. In fact, top chefs the world over know this and the vast majority incorporate the idea.



*AFC caters for
weddings, backyards,
corporate functions,
and other special
dates*

The idea that there is a New England and Portuguese twist to the BBQ, just tickles me pink. What is a Portuguese and New England twist? Imagine all the traditional BBQ offerings like hand-pulled, tender pork, or dry rubbed, smoked to perfection brisket, or the juiciest chicken tossed with their signature BBQ sauce and topped with pickles. Yes, there's all this tradition and much more.

Add to these a *Portuguese Cheeseburger*: "seasoned ground beef blended with fresh ground chourico, onions, and peppers. Topped with Cheddar cheese," a *Black Bean Burger*: "seasoned black beans blended with garlic, onions, peppers, and bread crumbs," and *Apple Cider & Cranberry Turkey*: "whole turkey in an apple cider brine seasoned with a special cranberry and herb blend and smoked over pecan wood."

Oh, man.

There are plenty of fixings too. BBQ beans, potato salad, cornbread -with or without jalapeño- grilled veggies, Mac-n-

cheese and more. Full BBQ menu can be seen here:
allfriendscatering.com/bbq-menu/

Lest you think that they only do BBQ, check out their **traditonal** menu, packed with salads, burgers, Hors d'oeuvres, soups, entrees, a carving station and, yes even vegetarian options. As expected, there are Portuguese favorites like bifanas, bacalhau, pork Alentejana, chicken or shrimp Mozambique, cacoila, an Kale soup.



New Bedford's
own Jonathan
Abreu.

But if you think a BBQ, may not be fancy enough for your formal gathering, a quick look at their menu will show some “upscale” entrees like braised pork belly with a sweet cabbage roll, butternut Squash Risotto with peas topped with fresh herbs and a freshly toasted Parmesan chip, and pan-seared hybrid bass with a fresh clam, greens, and a spinach infused sauce to name but a few.

What launches “All Friends” into the stratosphere of salivation is that they will either drop it off or bring this BBQ – and more – to you. They will show up with their trailer, smoker and 6 burner gas grills and make it happen. Have a special day coming? Whether a wedding reception, birthday,

anniversary, Baptisms, corporate or just because it's Saturday and sunny, they will save you precious time, fill bellies, and put smiling, blissful faces on every one of your guests. All at an affordable rate to boot, which you can get online using the **Request a Quote** feature, or by calling Jonathan at 774.628.9735.

You don't have to head down south, to have authentic, world-class BBQ. You can have it right here in greater New Bedford. Sure, there will be BBQ snobs, who say, "You have to head to St. Louis or Texas to get authentic BBQ," but there's only one place on planet earth that you can get authentic BBQ with a Portuguese and New England twist, All Friends Catering.

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10 Questions with Ruby Harris of Ruby Red Ink

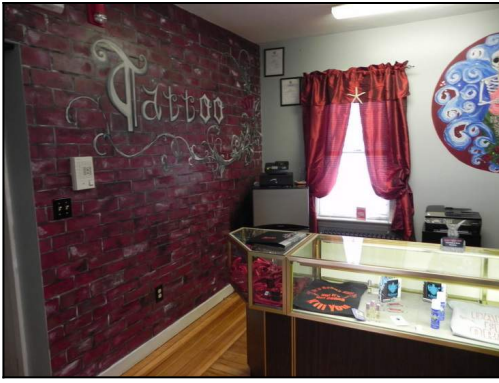


Ruby Red Ink at 144 South Main Street: Call (508) 995-4465 and ask for Ruby!

Are you thinking about getting your first tattoo or piercing? Or are you a collector? There's a new shop in "town," Ruby Red Ink on Main Street in Acushnet featuring a full range of cover-ups, black & white, color, portraits & custom work. As a "collector" myself, I'm always on the lookout for new artists and especially any new shop that opens up within a short driving distance.

Tattoo shops are hard to come by in this area. Just a few years ago, there was only one shop in New Bedford, but surrounding towns had shops, and the closest "Mecca" was Fall River which had eight. New Bedford was held back primarily due to outdated, puritan-like bylaws and some resistance from a few stuffy politicians.

Once upon a time only bikers and criminals got ink, but these days soccer moms, grandmas, doctors, lawyers, etc. are getting tattoos. People across age, class and gender demographics are getting them. Apparently, the memo never arrived on the desk of many local politicians. It seems that it did arrive in Acushnet, where Ruby Red Ink's owner Ruby Harris, had a relatively smooth time opening up her shop.



*Ruby Red Ink at 144
South Main Street: Call
(508) 995-4465 and ask
for Ruby!*

Since I drive South Main Street on a regular basis, when I saw the black, red, and white business sign go up, I bee-lined it for the shop to investigate. I was pleasantly surprised.

The past two years I haven't gotten any ink, so I've been "out of the loop" and haven't been in many shops since. Cleanliness is a priority of course, but many a shop translates this to mean you must feel like you are in a hospital or laboratory. A bit cold. I don't know if there is a new trend in tattoo & piercing shops, but Ruby Red Ink is -simply put- just a beautiful shop. Sounds weird to say, right? You'll believe me when you see it for yourself. It's welcoming, homey, and decorated with a woman's touch. The walls are brightly painted in a variety of colors. There are sculptures, local artwork and the establishment has a sort of Mexican "Día de Muertos" theme threaded throughout the waiting room. Does beautifully morbid make sense?

The aspect that immediately grabbed me was the viewing window in the waiting room that allowed you to experience Schadenfreude as a friend or stranger was getting the needle. A group of twenty-something girls were there and soaking up the whole experience. The worst thing you can do is go with a group of friends who are planning to get a piercing or tattoo and think it's not going to be contagious. I was thrilled to

see how happy they were in spite of the painful piercings. It conjured memories of my first time.

I feel that our society is starving for rites of passages which have been stripped away by political correctness and the “safety” culture. “Don’t do ‘x’ because you’ll get sick, infected, turn purple, get a paper-cut, etc. Just stay on your couch in a fetal position where it’s safe! No damn way! Society *needs* rites of passage. Our youth *need* rites of passage. We all *need* rites of passage.

In fact, I believe it’s human nature. People are always chasing the next rush or buzz – even though they are painful experiences and will probably lead to injury or potentially death. We climb mountains, jump out of planes, do Tough Mudder events, take up martial arts, etc. These outlets serve society in that these activities serve as an outlet, and for some they would be using other outlets to get their rush or buzz – namely criminal or drug-related behavior. Life can be all the high you need.



Ruby Red Ink has a comfy, warm interior decor.

Whatever your reason for being pierced or tattooed, you can

rest assured that Ruby Red Ink has you covered – pardon the pun. After I had my fill of watching the girls get pierced and tattooed, I turned towards the reception area and saw a bunch of clothing, display cases of jewelry choices and more brilliant paintings on the wall. Owner Ruby Harris greeted me with a warm smile and made me instantly feel welcome.

I introduced myself and told her I was sadly not here for work, but just checking the place out. I was pleased to see that she was just as happy to show me around as she was a potential customer. The entire business was renovated and while the building may be older it has been completely modernized and redone on the inside. The rooms from the floor to ceiling are completely new.

There were 3-4 work rooms as well as a restroom (handicap accessible), and a separate room for the auto-clave and sterilizer. This is going to sound weird, but the most important thing I judge a tattoo shop on is their toilet. That room is the best indicator of the mindset of the owner and resident tattooists. If that room is immaculate, clean, and stocked it's a massive "yes" for me. You can have the best artist on earth and the cheapest prices, but if your bathroom is dirty and disgusting, it's a red flag. That disorganized attitude comes from the people and may transfer to their tattooing.

These rooms were impeccably clean, and sterilized. While they clearly had that hospital feel, that woman's touch was evident and the designs and colors made it feel homey. A welcoming hospital room, if you will.

I saw a story here – one of "girl power," local business (which we at NBG support enthusiastically), and art community. So after some discussion, I returned to interview Ruby.

1. What separates Ruby Red from the other shops in the area?

At Ruby Red Ink, I have tried to create a great atmosphere where people can come in and feel relaxed and comfortable. I have tried to create an environment where the clients are greeted by a friendly, professional artist. I feel my prior work experience in health care prepared me for Ruby Red Ink, by sharpening my people skills and learning how to listen and be more attentive to people's wants and needs.

2. Why Acushnet instead of the more populated New Bedford?

Acushnet is a wonderful town. Ruby Red Ink is located on the "business strip" of the town on South Main Street. The building is a home that is zoned for business, which is perfect for what I wanted. it's an awesome town filled with great folks.



Bright, warm and welcoming!!!

3. What would someone who is thinking of coming to Ruby Red expect when they come there? What do you expect from a customer?

Expect a group of artists who are friendly, helpful, kind, professional and understanding. People have specific reasons for getting piercings and/or a tattoo and we fully respect them all. We want to understand their motivation and reasoning, so it fuels us when we are either sketching their

idea or actually putting the art on them. When you know how important it is to that person, you put extra care into it.

4. Do you have advice for people who are new to tattoos and piercings and are thinking about getting them?

If you come in with an image that you want already, it is superior to just conveying an idea in your head. Bring an image or a few, so we can best understand what it is you want. This is going on your skin for life. We want to make sure it's as accurate to what you want as possible.

Don't listen to others that tell you how painful getting a tattoo is. Yes, it's not pleasurable, but it's not like getting a shot by your doctor. It's about on the discomfort level as a mild sunburn.

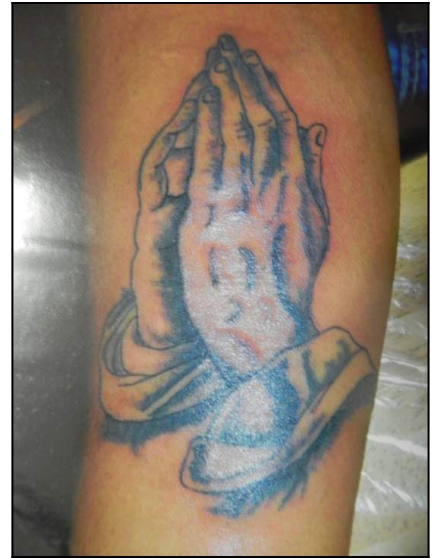
5. Where do you see Ruby Red in 1, 3, 5 or 10 years?

I have so much to learn and I want to grow and improve as an artist, so I can offer a better, quality work to people. I'll have a large group of repeat customers that are thrilled with our work. I am passionate about art period, and want that to come out in the work I do.

6. Take us through the process from the time a customer walks into the shop until they leave with a smiling face?

A customer will come in and explain what they want -with a photo or photos- and their motivation for it. We dialogue until we come up with the most accurate image possible. Then they look through the portfolios to look at the work of specific artists and designs, to give them more ideas and in case they see something similar.

After they pick an artist and approve of the image, they sit with the artist who gives them a short explanation about sterilization, getting the tattoo, sign paperwork and get any questions or concerns they have answered. We want them to be as physically and mentally as possible.



Praying hands tattoo

Throughout the work we check for any discomfort and get frequent feedback on the how they are doing. Upon completion, we clean the area, wrap them up, and get more feedback. Finally we explain all about after-care and emphasize it. We want big, happy smiles.

7. Who are your role models locally and internationally?

A role model for me is any person who does the right thing. A person who is compassionate, has empathy and sympathy. Who is willing to help out another living person or thing, especially animals for unselfish reasons. For its own sake.

I also look up to strong, successful women who prove themselves against all odds. For that matter, anyone regardless of gender that has succeeded by never giving up, and done it the right way.

8. What was your first tattoo?

My first tattoo was of my sons' names for simple reasons: they are the most important people in my life – next to my amazing husband. And yes, I do have my husband's name tattooed on me in spite of that being a no-no.

9. Worst idea for a tattoo you've ever been asked to do that you DID?

I tattooed the letter "B" on each butt cheek of a guy.

10. Ever flat out refuse to do a tattoo because of how awful it was?

I was once asked to put a chest piece of Satan nailing Jesus to the cross. That goes against what I believe in. My morals may be different than others, but that was too extreme. I would do something like Archangel Michael fighting Satan.

I try to talk young people especially, out of getting tattoos like that or putting their boyfriend or girlfriend's names on. Of course, they have the final say, but I want them to have really thought it out as I did.



Ruby Red Ink has T-Shirts, Hoodies, and more!

Ruby Red Ink

144 South Main St

Acushnet, Massachusetts 02743

Phone: (508) 995-4465

Email: RubyRedInkTattoos@gmail.com

Facebook: www.facebook.com/RubyRedInk

Hours of Operation

Mon: 12:00 pm – 5:00 pm

Tue: 2:00 pm – 8:00 pm

Thu: 2:00 pm – 8:00 pm

Fri – Sat: 2:00 pm – 9:00 pm

Sun: 12:00 pm – 5:00 pm

Street and lot parking

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Column: Cobblestones, Coffee and Claw Foot Tubs ...



by Faust
Fiore

Firstly, I should tell you that I'm a Fall River boy, born and bred. But as I am, in the near future, moving to Mattapoisett, which I gather is part of the Greater New Bedford Area, I have been exploring that city recently. And I must say, the people of New Bedford are a strange lot.

And frankly, I'm worried about the New Bedford economy.

One thing that jumps at me – you people spend an awful lot of time drinking coffee in... buildings. Do your cars not have cup holders? Do you have so little to do that you can afford the time to sit, sometimes in groups of three or four, and sip coffee and coffee-like liquids while remaining stationary and conversing among yourselves? Is this a byproduct of high unemployment?

In Fall River, we get our coffee at drive-thru windows. From big, well-known coffee vendors. Because we just don't have time to sit around.

I guess.

But beyond coffee, I've noticed some other stuff that makes me think New Bedford is a very poor and backward city. For instance, it seems like everywhere you go, you see used stuff for sale. Entire mill buildings are chock full of old stuff. Like that place where you can get a claw foot tub or a kitchen sink.

In Fall River, we rip claw foot tubs out and replace them with nice, new fiberglass units. Usually while sipping nationally-known coffee products. Usually while completely gutting old houses of their overly-ornate and difficult to dust woodwork. For all I know, these old tubs wind up in New Bedford, where you then buy them and put them in your squalid homes.

And what's with all the used clothing for sale? Can you not afford new clothes? That place with the old bath tubs. Right inside that building, there's a guy who sells old clothes. Some kind of Goodwill type place, I guess. Mostly out of fashion, impractical, outdated clothing. And he seems to be thriving.

Worrisome. To say the least.

But let's get back to Downtown. I understand the struggle, but where are the stores? Every other building houses a museum or

some sort of “historic” site – buildings that would otherwise be vacant, I can only guess. I mean, does any city really need a “bethel?” Does anyone even know what a bethel actually is?

I’ll tell you what you might want to do – pave some streets. Not to brag, but in Fall River, we’ve ripped out or paved over all the cobblestones. Cobblestones are not really very good to drive on. This is obvious to anyone in Fall River and has been for years. But New Bedford, ever the backwards community, seems not to have gotten that memo. It’s pretty simple – cobblestones slow down traffic. And driving over them can even cause the lid to rattle right off your coffee cup. Trust me. Cobblestones went out with... I dunno – whaling. It’s no wonder you have so many people who are forced to walk in your downtown, New Bedford. You just don’t get it.

Look – I’m not trying to beat anyone up, here. I’m only trying to help. To pass on the lessons we’ve learned in Fall River. It’s a tale of two cities.

I’m just concerned. If you can’t manage to fill your city with stores that sell new goods, you’ll never get with the 21st Century. You used to have that great Star Store. Now? It’s filled with listless, underachieving young people who have no intentions of getting real jobs. They want to be “artists”. Good for them. But what do they do for your city? They paint, they sculpt, they do whatever “artists” do, but do they work? No. They sit around and drink coffee – that’s what they do.

Ever wonder why so many people go to Downtown New Bedford at night? It’s because, except for sipping lattes, there’s nothing to do there during the day. How often is the Ziterion Theatre open in the daytime? Answer: not very. What are you supposed to do – visit a bethel? Seriously?

I guess what I’m saying is that New Bedford could take a lesson from Fall River. Our downtown is pretty much one street. You know where to find the dollar store, the nail

salon and yes – if you must buy used stuff – the pawn shop. And except for the potholes, which can often be avoided, you won't ruin your car's suspension getting there. There's always a place to park in Fall River. So we don't have to walk.

Don't get me wrong – I'll give New Bedford another try. But I'm bringing my own coffee.

You can follow Faust Fiore on his blog:
<http://faustfiore.blogspot.com/>

Hidden in Plain Sight: Cravings Cafe & Cakery



*Cravings Cafe & Cakery at 98 State Rd,
Dartmouth, Massachusetts*

Part of me didn't want to write this article. I wanted to be

selfish. This part of me wanted to keep this hidden gem away from the public, so I can have it all to myself. I heard my mom's voice mention the Italian philosophy of *abbondanza* or abundance and didn't want to spend the day ashamed and guilt-laden so I changed my mind. *wink, wink*

Cravings Cafe & Cakery is one of those places that has world class food and service, yet is surprisingly and relatively unknown – due to it's location. The first time I ate there a few years ago I was duly impressed. What compelled me to head there? I made the “mistake” of glancing at an image of their Prosciutto panini sandwich. It was a totally unfair close-up shot of the sandwich cut in half, exposing the melted Havarti cheese, thinly sliced Prosciutto and fresh arugula that was placed between two perfectly toasted slices of bread. I'm salivating as I type.

This thing should be illegal. These pictures are surely some evil plot by owner Jessica Marmelo.

It made me decide to head straight to the cafe and order one. I checked the address and was surprised to find out where it was. “98 State Road? That's near Symphony Music and across from Bishop Stang. Huh? There's no cafe there!?!”

But there is. A damn fine one too. Don't take my word for it, take a look at the **Facebook reviews** where there isn't a single review less than five stars since the page was created years ago. That's impressive.

We get so used to driving down the same old road that we simply block things out. This is the general process that I think has kept Cravings a hidden gem. Hidden in plain sight.

Of course, I hadn't known how exemplar Cravings was yet. I honestly went there intending for it to be a one time visit. I'd eat the sandwich, have an espresso, get some work done and take off. I thought it would be a great spot since no one would know I was there and I could get work done

uninterrupted.

When I arrived and walked in, I was greeted warmly by server Pauline and owner Jessica. While the cafe has a small seating area, it makes up for size in quality. It evoked images of many of the cafes I visited on my sabbatical through Europe, but with much more vibrancy. This has surely do to the many modern paintings, the black board menu featuring many colors of chalk and the bubbly personalities of everyone that serves there.

While there are a number of tables one can sit at, my favorite thing to do -especially on rainy days – is to sit at the window at the counter style table. You cafe entrepreneurs will be happy to know that, not only is there a powerful WiFi signal, but abundant plugs. There's no gritting your teeth when you come in, to see all the outlets taken.



Mouth watering, Roast Beef Panini!

All that is fine and dandy, but let me tell you about the sights and aromas. When I opened that door I was hit by a wall of mouth watering aromas. Imagine a medley of Panini being pressed, cupcakes being baked, cheese being melted, bread toasting, espressos brewing, and soup simmering and you'll have an idea! While I had my heart set on that panini I saw on their Facebook page, I was tempted to try something else after I saw the menu.

There were salads like the Caesar, Greek or Baby Spinach tossed with tomato, fresh Mozzarella, roasted peppers and basil. "Breakwiches" like the Morning special: "2 eggs, baby spinach and cheddar cheese, served on country white or multigrain toast" or what would become one of my favorites the Smoked Salmon Bagel: "Tomato, Onion, Capers and Chive Cream Cheese, Served on Your Choice of Bagel." There are delicious wraps and panini like Roast Beef, grilled cheese, veggie, albacore tuna, or the Cravings Caprese of "Fresh Mozzarella, Roasted Tomato and Basil."



Healthy, delicious, baby Spinach Salad

That's just the tip of the proverbial iceberg.

The drink menu had the expected coffee, espresso, herbal teas, cappuccinos, hot chocolate, fruit smoothies and lattes. What is not standard is the Red Velvet hot chocolate, extreme toffee coffee, mint chip frappe, and latte flavors like Peppermint Patty, German chocolate, Mud Pie, Sticky Bun, Spicy Mocha, Black Forest Cake, and more.

After scanning, my eyes landed on the display cases chock full of works of art. These cupcakes, tarts, cookies, and other goodies looked too beautiful to ruin by eating. Oh, eat them I did though! I let my mean streak come out and I destroyed many beautiful things. There were so decadent and delicious, that I felt like I was doing something wrong!

While Cravings has all the standard cupcake flavors like double chocolate, Red Velvet, vanilla cream, strawberry, etc. they have evil flavors like Champagne, Peeps (yes the marshmallow birds), chocolate covered strawberry, angel food with raspberry mousse, almond joy and Almond cream pound cake with Amaretto pineapple filling.



Evil cupcakes!

If all of this sounds really sumptuous, but you are on a gluten free diet, don't fret: Cravings offers all their sandwiches as gluten free and have daily gluten free goodie offerings.

In addition, to the "front" portion of Cravings, which includes the cafe, service, and kitchen there is a "back" portion which includes catering and the cakery featuring custom designed creations. We've all seen those shows on television, where people make some of the most amazing, mind-blowing cakes worthy of art. Well, Cravings' cakes are their equal or better. These are world class cakes that *are* art.

If you take a look at the photo album we've included at the end of this article and on their [Facebook Page](#) you'll see a

full range of birthday cakes for kids to extravagant, elaborate, tiered wedding cakes. Some of my favorites are the many Zombie themed cakes, but there are Dora, Elmo, and Spongebob cakes. There are Patriots and Red Sox cakes. There's even a Led Zeppelin cake. You have to see these cakes to believe them.

Cravings Cafe & Cakery

98 State Rd

Dartmouth, Massachusetts 02747

Phone: (508) 858-5037

Email: info@cravingscafeandcakery.com

Website: cravingscafeandcakery.com

Facebook: facebook.com/cravingscafeandcakery

Hours:

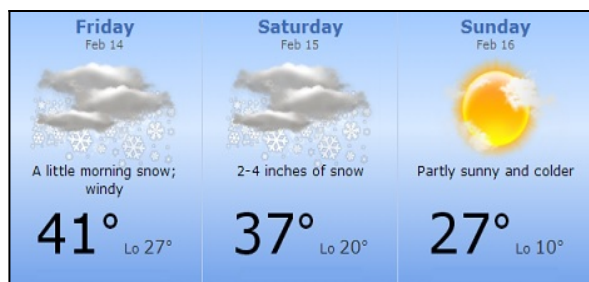
Mon: 8:30 am – 2:00 pm

Tue – Fri: 8:30 am – 6:00 pm

Sat – Sun: 8:30 am – 2:00 pm

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12 Things To Do This Weekend (Feb 14-Feb 16)



After a close call, with a near blizzard, anything looks good! The weekend will start out at a “balmy” 41 degrees and get progressively colder as the weekend progresses. Saturday, we may end up with 2-4 inches of snow, but will “warm” up to above freezing with a high of 37 degrees. Sledding anyone? Sunday will be sunnier, but colder. Hey, we can’t have it our way, all the time! Nonetheless, there is a LOT going on this weekend. We’ve cherry picked the best for you!

As always, click on the title for more or detailed information on the event. Most of the events were pulled from our [event calendar](#) where you can find hundreds of local area events each month. The event calendar is FREE, so if you are a local business, and not taking advantage of FREE publicity, shame on you! Are you a local business and want to sponsor this high traffic, weekend guide? Contact info@newbedfordguide.com for more details. Have an event to add? Check out our tutorial. For more info, you can click on each title. Know of another event this weekend? Post a reply!

Friday, February 14th

Painting with a Splash: “Wine for Two” with Ann (7:00 pm)

Welcome to Painting with a Splash Where you are the artist! Painting with a Splash is the newest addition to Historic Whaling City Downtown New Bedford. Bringing you an experience of art as entertainment. Add a little wine (BYOB) that will surely tap into your creative side. With step by step instruction and a little music, you and your friends will

create the evenings featured painting with a splash of your own uniqueness. NO EXPERIENCE NECESSARY! Just a desire to have fun.



Bring out your creative soul; paint a masterpiece!

“Man of La Mancha” (Providence) (7:30pm)

Man of La Mancha is a musical with a book by Dale Wasserman, lyrics by Joe Darion and music by Mitch Leigh. It is adapted from Wasserman’s non-musical 1959 teleplay I, Don Quixote, which was in turn inspired by Miguel de Cervantes’s seventeenth century masterpiece Don Quixote. It tells the story of the “mad” knight, Don Quixote, as a play within a play, performed by Cervantes and his fellow prisoners as he awaits a hearing with the Spanish Inquisition. ([Wikipedia](#)) Showings on Saturday at 2:00 pm and 8:00 pm, and Sunday at 1:00 pm and 6:30 pm.

Bierstadt Art Society: Dartmouth High School Artwork (7:30 pm)

Want to get into drama or acting? Your Theatre will be holding auditions for Marshall Karp’s “Squabbles,” which will consist of a cold reading from the script. NO experience necessary! For further information call (508) 993-0772 or click on the event title.

Saturday, February 15th

Whaling Museum Symposium: "The River and the Rail," Day 1 (8:15-4:30 pm)

The New Bedford Whaling Museum will convene a conference addressing the historical evolution of the port of New Bedford as a manufacturing and commercial center. The keynote speaker is New Bedford native Kingston Heath, Ph.D., author of *The Patina of Place*, a study of the New Bedford architectural house style commonly called the "triple-decker," and how and why this iconic New England structure came to be and its links to immigration, industry and urban landscapes.

SHARKS! Shark week at Mystic Aquarium (Mystic) (10:00 am)

It's all about SHARKS this February vacation at Mystic Aquarium. Join us February 15-23 and discover what makes sharks so cool. See sharks of all shapes and sizes (including some you may not even realize are sharks!). How does your sense of smell compare to a shark's, which sharks have the biggest teeth, what do sharks eat? These are just some of the fun things you'll discover as you enjoy the SHARKS activities. Take part in a shark scavenger hunt and stop by the Shark Encounter exhibit where you can reach in and actually touch a shark as it swims by. Activities are free with admission or membership.

Psychic Fair – Day 1 (10:00-5:00 pm)

Angel readings, aura photography, crystals and oracles cards and more. Sales and surprises throughout the day. New Bedford, MA's III Sun's hope is to create a spiritual haven that will embrace all beliefs, thoughts, and paths on this personal journey, where all are welcome and supported. Whether it be a new awakening to your spiritual path, or a continuation of your spiritual path, or a continuation in your growth, I offer something for every level of your spiritual development. So please join me so we can make this journey together.



What does your future hold?

Buttonwood Zoo: "Will Zoo Be Mine" (12:00 am-2:00 pm)

Love is in the air over at the Buttonwood Park Zoo as they host a special Valentine's Day celebration, Will Zoo Be Mine. Throughout Saturday's event, visitors will have the opportunity to see Valentine's themed enrichment offered to the animals throughout the day. The harbor seals will steal your heart at our 12pm & 3pm Seal Valentine's Extravaganza where one lucky guest will win a personalized painting from our seals. Full schedule can be seen by clicking the event title above.

Harrifest 2014; 11th Annual Tribute to George Harrison (Westport) (4:00 pm)

"HARRIFEST is an annual musical concert event of peace and love filled with music from the Beatles and George Harrison. The event includes performances of over 10 of the best Beatle cover and tribute bands, custom Beatles artwork and rare memorabilia available for purchase. This is a fun fundraiser and is a great family event, suitable for older children and adults of all ages. All net proceeds from the event will be donated to Southcoast Visiting Nurse Association's Hospice Program for cancer research and support." -Harrifest.com

Painting with a Splash:"Love Birds" w/ Ann (7:00 pm)

Welcome to Painting with a Splash Where you are the artist! Painting with a Splash is the newest addition to Historic Whaling City Downtown New Bedford. Bringing you an experience of art as entertainment. Add a little wine (BYOB) that will surely tap into your creative side. With step by step instruction and a little music, you and your friends will create the evenings featured painting with a splash of your own uniqueness. NO EXPERIENCE NECESSARY! Just a desire to have fun.

Evening of Love Songs (8:00-9:00 pm)

The Marion Art Center presents "Evening of Love Songs," with The Occasion Singers. Dedicate a Vocal Valentine to your loved one at the performance as well. Guests are invited to bring their own refreshments. Cabaret tables are available for reserved parties of 4. Tickets \$12.50 for members, \$15 for non-members. (508) 748-1266 or email marionartcenter@verizon.net.

Sunday, February 16th

Whaling Museum Symposium: "The River and the Rail," Day 2 (8:30-12:30 pm)

The Port of New Bedford's historical evolution as a manufacturing and commercial center provides valuable perspective on the growth challenges it faces today – managing ocean resources, leaning up a century of pollution, and mapping a path forward for other maritime related industries while preserving its fishing industry. Join renowned historian Kingston Heath and 13 other speakers for a weekend exploring and discussing the city's principal natural resource and its role in the growth and renewal of a great American seaport

Psychic Fair – Day 2 (10:00-5:00 pm)

Angel readings, aura photography, crystals and oracles cards and more. Sales and surprises throughout the day. New Bedford, MA's III Sun's hope is to create a spiritual haven that will embrace all beliefs, thoughts, and paths on this personal journey, where all are welcome and supported.

Want to sponsor this weekend guide? Contact info@newbedfordguide.com for more details.

24th annual Sailors' Series to spotlight America's Cup



Four part lecture series begins February 27

The New Bedford Whaling Museum has announced that the 24th annual Sailors' Series will spotlight the America's Cup, one of the most challenging and prestigious sailing races in the world. The four part illustrated lecture series presents a wide variety of experiences and adventures by individuals with lifelong commitments to sailing, boats, and the sea.

The 2014 series will begin with award winning photographer Daniel Forster, on Thursday, February 27. Forster will present

“36 Years of 12 America’s Cups, 1977-2013.” He has covered twelve America’s Cup races and ten Olympic Games during his 40 year career. His photographs have appeared in every major nautical magazine in America, Europe, New Zealand, and Australia, as well as on the cover of Time Magazine. He will discuss his extraordinary career and the inside stories behind his iconic images of the modern America’s Cup competition.

On March 27, ORACLE TEAM USA’s Dirk Kramers and Scott Ferguson will present “Innovations in 21st Century America’s Cup Design.” Chief Engineer Dirk Kramers and Wing Designer Scott Ferguson will discuss their experiences on the 2013 America’s Cup winning team and how recent design innovations have affected their work and the competition. A thirty-seven year veteran of the America’s Cup community and proponent of multihulls, Kramers has been part of five winning teams. Ferguson, a Naval Architect and a specialist in the design of carbon fiber grand prix racing spars, has participated in two winning America’s Cup teams.

SAILORS' SERIES 2014

Thursday, March 27
Innovations in 21st Century America's Cup Design
With ORACLE TEAM USA's Dirk Kramers and Scott Ferguson

Thursday, April 24
Maritime Paintings in the William I. Koch Collection
With Natasha Khandekar

Thursday, May 8
A Shared Passion: Father and Son America's Cup Winners
With Jerry and Rome Kirby

Thursday, February 27
36 Years of 12 America's Cups: 1977-2013
With Daniel Fortier

Cost/Registration:
Early Bird: \$25 (Non-Member: \$30)
Student: \$10 (Non-Member: \$15)
For tickets, please call 312-332-0440 ext. 100 or visit www.sailorsseries.com

Sponsored by: Louis Vuitton, Rolex, and others.

Click to see details

On April 24, Natasha Khandekar, Director and Curator of the William I. Koch Collection, will present a comprehensive overview of the unparalleled collection of maritime paintings of American businessman and 1992 America’s Cup Winner William I. Koch. Before joining Mr. Koch’s team, Khandekar worked with

the Museum of Fine Arts in Boston, Art Interactive in Cambridge, and the J. Paul Getty Museum in Los Angeles.

On Thursday, May 8, Jerry and Rome Kirby present “A Shared Passion: Father and Son America’s Cup Winners.” Father and son both hold the distinction of winning the America’s Cup. Jerry is a veteran of six America’s Cup campaigns and won the Cup in 1992 on AMERICA. Rome was the only American and the youngest member of ORACLE TEAM USA, which staged a dramatic comeback to win the America’s Cup in 2013. Both have also successfully raced in the Volvo Ocean Race. They will talk about their “family business” of competitive sailing, sharing their challenges, successes, and hopes for the future.

All Sailors’ Series lectures occur at the New Bedford Whaling Museum on Thursday evenings, starting at 7:00 p.m. with a pre-lecture reception at 6:00 p.m. in the Jacobs Family Gallery. Tweet the Sailors’ Series with hashtag #SailorsSeries24.

Admission for individual lectures: Members: \$15 / Non-Members: \$20. For the four-lecture series: Members: \$60 / Non-Members \$80. For more information or to purchase tickets, call (508) 997-0046 ext. 100 or visit whalingmuseum.org/programs/sailors-series. The Sailors’ Series is sponsored in part by C.E. Beckman and Luso Auto Center.

Schedule at a glance

- **February 27:** Daniel Forster: “36 Years of 12 America’s Cups, 1977-2013”
 - **On March 27:** Dirk Kramers & Scott Ferguson: “21st Century America’s Cup Design”
 - **April 24:** Natasha Khandekar: “The William I. Koch Collection”
 - **May 8:** Jerry & Rome Kirby: “A Shared Passion: Father & Son America’s Cup Winners”
-

Who Remembers...Ames Department Stores?



Ames had at least 3 locations in the greater New Bedford area

Here is another installment in our *Who Remembers?* series. You can browse previous articles by using the search bar on the right. 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!

Textile mill origins

The Ames department stores got their start by brothers Milton and Irving Gilman in 1958. Their flagship store was in an old textile mill in Southbridge, Mass. called the “Ames Worsted Textile Company.” The idea for the name wasn’t anything original, they just used the existing name – and sign.

The Ames Worsted company was a descendant of the U.S. Bunting Company which was founded by one of Lowell’s wealthiest citizens, business mogul, and Civil War general, Benjamin Butler. While Ames is a first name, Worsted isn’t a surname. Worsted is a type of fabric made from yarn, which was originally made from a village known for its highest quality: Worstead, England.

A bunting is a worsted style, wool fabric used to make flags and ribbons mostly.



*Ames had at least
3 locations in the
greater New
Bedford area*

Hence, we go from Ames Worsted, to just Ames. Ames is the first name of Ames Stevens, a wealthy Lowell native who owned and ran the Ames Worsted Textile Company mill. The Ames Department stores are named after this fellow!

Growth and fall

From its inception the store went after a rural market as opposed to being in cities. They felt less competition would

be profitable and they were correct. Through the 1970s and 1980s they began a massive expansion and went into an acquisition phase, acquiring chain stores, department, variety stores, most notably the Zayre's chain of stores.

They spent a monumental amount of money on converting these stores in their own store. Combined with poor economical conditions, and a approve anyone and everyone policy for credit, and profits plummeted as the 1990s approached. They filed for their first bankruptcy in 1990.

Amazingly they returned to profitability within 2 years of declaring Chapter 11. They also returned to expansion and bought the Bradlees, Jamesway, Caldor, Hills and Montgomery Ward chains. By 1998 they were the fourth largest chain in the country with over 00 stores, only beat by Target, Wal-Mart and KMart. Profits were \$2.2 Billion dollars annually.

Rapid return to profit; an even quicker collaps

In 1999, the beginning of the end started. Stores began to close at a rapid pace. Eight stores were shuttled that year, 32 the following year, and a whopping 117 in 2001. In spite of still having hundreds of stores still open, the filed for bankruptcy protection in 2001. From 1998-2002 they had lost almost half of their stores.

An executive decision was made to close he remaining 300+ stores and blame was placed on poor sales and shipping woes by Ames' higher ups. Economists and financial analysts felt that their rapid expansion in general, a poor credit market, the acquisition of the many Hills Department Stores, and Wal-Mart's expansion were the cause.

Local locations, slogans and commercials

Ocean State Job has taken over many of the sites, however many have remained empty since the chain closed its doors. In the greater New Bedford area there was an Ames at 1024 King's Highway (where A.J. Wright is), at the North Dartmouth Mall,

and 11 Berdon Way, Berdon Plaza (where Shaw's was) in Fairhaven. If you worked at Ames, you may find many of these forms to bring back memories!

Slogans: (Wikipedia)

"You can believe in Ames" (Early 80s)

"Amazing Ames!" (Early 80s)

"It Pays to Shop at Ames... Every day." (Late 80s)

"Where you come first... Every day." (Late 80s early 90s)

"Ames. We grew up with better values." (Early 90s)

"On your side." (Mid 90s)

"Bargains by the Bagful." (1995-2002)

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