

Who Remembers...Child World?

Child World advert from 1981

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Ginger or Mary Ann? Megadeth or Metallica? Bettie or Veronica? Toys "R" Us' or their biggest competitor Child World? Growing up these were very important questions! Wise people would answer "BOTH!"

Child World came on the scene after Toys "R" Us had a few decades under its belt. Founded in Avon in 1970, they skyrocketed to popularity and became their chief competitor in a staggeringly short period of time. At its height the chain had revenue of \$800 million dollars and consisted of 182 stores. Part of their success was that they directly competed with Toy "R" Us by placing their locations very close. The local store sat where the Christmas Tree Shop is today in the [Ann & Hope Plaza](#).

Also strengthening their ability to compete was the acquisition of Children's Palace in 1977 and using their gimmick of placing castle towers and battlements on opposing

ends of their stores. No kid could resist and would pester mom and dad to choose Child World!

Another draw for children were the mascots that they utilized in their commercials. Originally there was *Happy Rabbit*, but he was replaced in 1977 with overall wearing Peter Panda.

The combination of Toy “R” Us’ gaining popularity and declining sales began to hurt the chain in the late 1980s, and weakened them to the point that the recession that began in early 1990 found them financially vulnerable. Internal turmoil, restructuring and turnover further weakened them and led to their downfall. Stores began to close at a rapid rate, and by the end of 1991 – a year later – half their stores were closed. In 1992 they filed for bankruptcy.

They continued to flounder and head towards going out of business, when another toy store chain Lionel Kiddie City entered the picture. Child World suggested a merger, and Lionel Kiddie City agree if they could finalize all paperwork by the deadline in July of 1992.

They rushed to liquidate their inventory to improve cash flow and capital by having a chain wide clearance sale. However, it didn’t raise monies fast enough. Child World announced a change of plans: the clearance sale would now be a “Going-Out-Business” sale. By September all stores had been liquidated and closed their doors permanently.

Do you have any memories of Child World? Perhaps other stores in the area? Please share!

ngg_shortcode_0_placeholder

Photo Guide

1. Ad showing items and prices from decades ago. Visit by Snoopy too!
2. “Everything a store should be!”

3. *"Capitol Theatre" today*
 4. *The castle like appearance that drew kids.*
 5. *Vintage photo of a child world.*
 6. *Creative toy display from the 1960s.*
 7. *Holly Hobby!*
 8. *Peter Panda on skates!*
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Who Remembers...Cherry & Webb?

Founded in 1898 and originally located on William Street (Spinner Publications)

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Cherry & Webb

While the Cherry & Webb building today is a Bristol Community College campus and Cafe Arpeggio, it was once the largest

fashion store in New Bedford. No kidding, right? Well, I remember telling my daughter when she was 8-9 years old about pay phones and she thought I was pulling her leg. Why would anyone use a pay phone when everyone has a cell phone. Silly daddy!

So what is an obvious thing to some of us, is new to many!

The Cherry & Webb store actually began “next door” on William Street in 1898. It was relatively small at 3,500 sq. feet and was limited to one story. Proprietors George R. Cherry and F. Webb offered a variety of apparel at inexpensive prices. The were so successful that they had to continually expand moving up and out.

When they could no longer physically expand they decided to have a building erected that was much larger and could handle their needs. The took over the Union Street Railway’s waiting station that sat on the corner of Purchase & William streets in October of 1931. 70,000 sq.feet and five floors of all sorts of clothing for people of all shapes and sizes.

Some time in the 1980s the store uprooted and relocated to the Dartmouth Mall. They filed for Chapter 11 bankruptcy in March of 2000.

Coincidentally, Cherry & Webb started WPRI-TV Channel 12 Providence in March 1955.

Special thanks to Spinner Publications for their perpetual generosity with their photos. Without them, these articles would be vastly inferior and lacking.

ngg_shortcode_1_placeholder

Photo Guide

1. Undated photo of the current building.
2. Nativity scene during Christmas in 1952.

3. *Hustle and bustle on Purchase Street in 1967.*
 4. *Current building with showcase window displays.*
 5. *Union Street Railway waiting station that stood on the corner of Purchase & William Streets.*
 6. *The William Street Cherry & Webb that preceded the current Cherry & Webb building.*
-
-

New Bedford's Forgotten Theaters: The Capitol Theatre

Capitol Theatre in 1973 (Spinner Publications)

Here is the second installment of the "New Bedford's Forgotten Theaters" series. In the inaugural article we covered the series introduction and [Allen's Theater](#) on Acushnet Avenue the street that was simply jam packed with theaters. What made the Avenue financially strong was its showcase-style layout. One didn't need to go down the side streets to any depth since all the businesses were along the length of the "strip."

If this wasn't the case and the theaters that were spread out along the length of Acushnet Avenue were placed in a smaller area, it would have been dubbed a Theater District. There are records of no less than 25 theaters throughout the city's rich theatrical history going back 1824 with Cole's Tavern.

Capitol Theatre

Built/Opened: Nov. 29, 1920

Location: 1418 Acushnet Avenue

Seating Capacity: 1,000-1,200

Demolished:

The Capitol Theatre opened in the “heyday” of cinema in 1920. At this period in theater history Vaudeville – the style that launched greats like George Burns, Buster Keaton, The Marx Brothers, Judy Garland, Jack Benny, etc. – was incredibly popular, but beginning to wane. With the advent of radio and television, the industry’s best started to jump ship. As the Great Depression approached and people tightened their purses and wallets, they went out on the town less.

After World War II, plays put theater into a revival that lasted a few decades. Playwrights like Tennessee Williams (*The Glass Menagerie*), Eugene O’Neill (*Long Day’s Night*), Edward Albee (*Who’s Afraid Of Virginia Woolf?*) and Arthur Miller (*Death of a Salesman*) changed the landscape of theatrical entertainment and the Capitol Theatre thrived.

The standard at the Capitol Theatre through the 1950s and 1960s would be to showcase two back-to-back movies (often Spaghetti Westerns) and five *Looney Tunes* cartoons making it extremely popular with the neighborhood youth. Admission was a whopping 12 cents on Saturday and a whole quarter on Sundays. Today it is \$8.50 for a ticket to the movies. To further lend perspective, popcorn was 10 cents – today it averages \$5! Yeah, yeah...”When I was your age I walked 5 miles in the snow to get to Kindergarten class, whippersnapper!”

At some point there was a fire at the Capitol Theatre. I had some trouble confirming the date and the extent of the damage – in spite of the fact that images of the fire exist. Perhaps a more knowledgeable reader could fill in this void!

What are your memories of Capitol Theatre? What shows did you see there?

ngg_shortcode_2_placeholder

1. *Capitol Theatre in the 1950s (Spinner Publications)*
 2. *Unknown date of fire at Capitol Theater (Spinner Publications)*
 3. *"Capitol Theatre" today*
-
-

Who Remembers...Dialing For Dollars?

Dialing For Dollars began as a radio show in 1939 and grew into a popular franchised television show in the late 1940s.

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Just mentioning the words "*Dialing For Dollars*" conjures George Allen's voice and the cheesy set that he worked. Why was I fascinated by *Dialing For Dollars* considering that I was a child, far too young to participate? Because after he dialed that number, there was a hush...a holding of one's breath – would my phone ring? Could George Allen accidentally called our house? Mom entered her phone number without telling us, maybe?

We're going to win the \$100 – which would buy a car, some candy, a house, a lifetime supply of Cookie Crisp, and one each of every comic book down at Magazine World.

Even if someone else called at that one moment, it would have been – to quote Hulk Hogan – "*Hulkamania running wild, brother!*"

That darn phone never rang. One of the most traumatic experiences of my childhood.

For those of you who need a jogging of the memory, the program was on WLNE-TV. If I remember correctly, it was Channel 56 – at a time when there were about 12 channels. The show had its inception on WCBM in Baltimore, Maryland in 1939 as a radio program, but moved to television in the late 1940s where it was franchised.

At the beginning of the television show, Allen would mention a password. He would then randomly draw a phone number from a bowl.



*George
Allen
hosted
'Dialing
For
Dollars'
on WLNE-
TV 56*

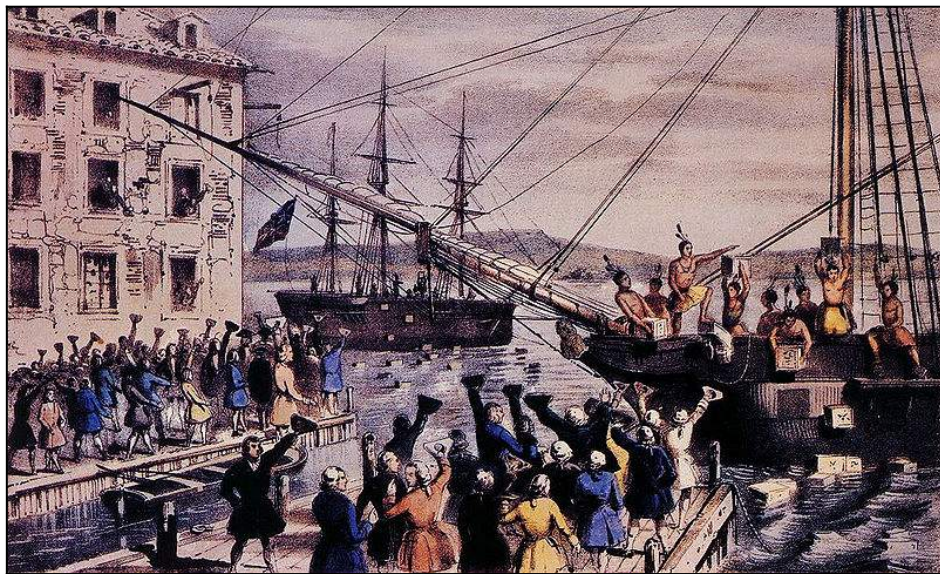
These numbers were strips containing lots of eighteen phone numbers cut from a telephone book. Allen would then "count" from the bottom or the top, i.e. "eight from the top", "six from the bottom."

If you were called you were required to declare the "count and the amount (current prize amount)" as well as the password. If there was no answer, the prize amount was raised until someone finally won.

As more and more women were leaving the household and building careers in the workforce, it was becoming increasingly difficult to find people home to answer the phone. Daytime talk shows increased in popularity, 'Dialing For Dollars' waned in popularity. These two factors led to the eventual death of the show.

George Allen passed away in November of 2010 at the age of 71.

240th Anniversary of the Boston Tea Party; The Rotch Family's 'Dartmouth'



The Dartmouth having its cargo dumped into Boston Harbor to kick start the Revolutionary War (Wikipedia)

Most Americans are familiar with the Boston Tea Party. If you've recently graduated from school, the events may still be fresh in memory, but if you are...ahem, a bit longer in tooth, you may have lost many or most details. Assuming of course, that you aren't a history buff and a regular reader on the subject.

I'm of the latter category, but am a history buff. History is a varied, massive, topic. One could spend decades studying one

event, i.e. American Revolution, become an expert and highly knowledgeable of the subject, but not touch on other historical events with any depth.

Such is the case, for me, with the Boston Tea Party. My historical niche is the Old Dartmouth Region (actually it's Sumer, Indus Valley, and Ancient Egypt, but this isn't the Sumer Guide!) and the topic is large enough that I seldom delve into other nearby regions such as Boston.

The connection for this article is one of the three ships involved in the Boston Tea Party event, the *Dartmouth*. Coincidentally there was a fourth vessel, *The William*, that was damaged by a storm en route and was forced to land at Cape Cod or lose its precious cargo. Since this year is the 240th anniversary of the Boston Tea Party, I felt it fitting to discuss the vessel central to this historical event.

An Account of the Invoiced Amount of Goods exported to Boston and New England, by the United Fish & Oil Company, consigned to Messrs. Thomas & Luke Hutchinson, Benjamin Inouit and Joshua Winslow, and Richard Clapham & Sons, Merchants.

W. Crocker, Merchants, Boston.

Tea Boxes	30 chests contain'd	425 625	2 3	2,102 12
English (Tea)	20	1657	2 3	212 16
Hygon	5	300	5	95
Long	5	402	2 3	22 12
Snuffing	2	100	3	22 16
				3245 15

Deane & Co., Boston.

Tea Boxes	30 chests contain'd	425 625	2 3	2,102 12
English (Tea)	20	1657	2 3	212 16
Hygon	5	370	2 3	92 12
Snuffing	4	276	3	51 3
Long	5	430	2 3	44 3
				3210 14

W. Crocker, Merchants, Boston.

Tea Boxes	30 chests contain'd	425 625	2 3	2,102 12
English (Tea)	20	1657	2 3	212 16
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Snuffing	4	276	3	51 3
Long	5	430	2 3	44 3
				3203 6

In all £957 6 4

*Historical document
showing the cargo of
the three vessels
involved in the
Boston Tea Party
(Wikipedia)*

Not only was the *Dartmouth* built right here in New Bedford in 1767, she was the *first* ship built in New Bedford near where Hazard's Wharf is today. Up to this point the largest sea vessels to be built were whaleboats. No plans exist of the *Dartmouth*, but being Quaker built meant that she wasn't decorated or elaborate.

The land near Hazard's Wharf was originally owned by the Rotch family from Nantucket, Quakers in faith, and they would use the property to start a small shipyard in what was then called Bedford Village. A monument sits there today. Francis Rotch and son Joseph Rotch would have their wooden hulled flagship – pardon the pun – built at 80 feet long and 10 feet wide. It would serve as an offshore whaling vessel to transport whale oil to London. Not a vessel that hunted whales, but supported those hunting vessels and carried cargo.

The *Dartmouth* was docked in London with the other two historic vessels, *The Beaver* (also owned by the Rotchs) and *The Eleanor* in 1773. These four vessels (including *The William*) were to return to the New World as a Tea Flotilla. British merchants were enjoying the monopoly imposed by the monarchy declaring that the Colonists could only purchase tea from Great Britain creating a robust trade.

At this point it would be easy to discuss the politics behind the Boston Tea Party event, but this would end up being a digression of monumental proportions. Since there isn't exactly a dearth of literature on the topic, there is no point in covering this. Suffice it to say that the *Dartmouth* was the first of the four ships to arrive at Long Wharf in Boston on November 28, captained by a James Hall with 114 chests of tea. The *Eleanor* arrived on December 2, and the *Beaver* on December 7. The *William* of course, lost en route.



The plaque on Centre Street commemorating the spot where the Dartmouth was built

By law she could sit there for 20 days before unloading her cargo. At expiry, her cargo would be confiscated by customs. Surely, the Rotchs simply wanted to turn a profit, but they were caught between opposing groups – Patriots who did not allow the cargo to be offloaded and Governor Hutchinson and his party who wouldn't allow the *Dartmouth* to leave and return to Britain. In the interim, the cargo decays. Ouch.

Instead they were juggled from Long's Wharf, to Rowe's Wharf, and finally to Griffin's Wharf. Enter Samuel Adams and the faux Mohawks to dump all 114 chests of tea within the *Dartmouth's* hold into the harbor and the rest as they say – and sorry, can't resist punning – is history. The only reported damage to the three vessels was a broken padlock, which was replaced.

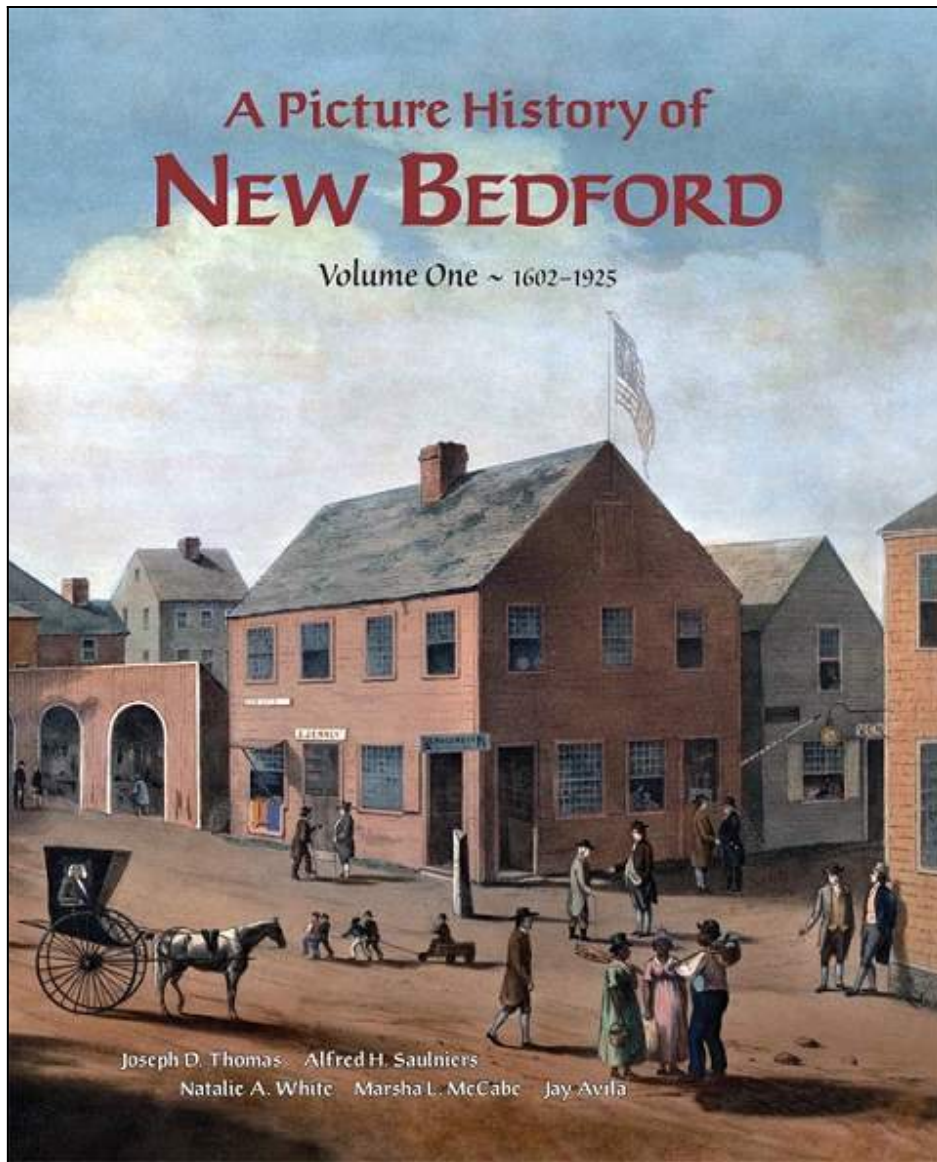
Life went on for the *Dartmouth* after December 16 and it returned to service for the Rotchs. However, its life was short lived for on a return voyage from England the *Dartmouth* foundered. Fortunately, the crew was saved and returned safely

to Boston.

Replicas of all three vessels are currently works in progress by the Boston Tea Party Museum and Master Ship Renovator, Leon Poindexter. Only the *Dartmouth* is being crafted from the keel up. Replicas of the *Beaver* and *Eleanor* exist already and are being renovated and re-rigged. On December 16th, a 30 minute historical re-enactment will take place as enactors dump chests of tea into the harbor off the *Beaver*.

A ship built right here in New Bedford played a pivotal role on shaping America's history!

Holiday Open House, Meet the Authors and Book-Signing on AHA!



Meet the Authors and get your copy signed!

Holiday Open House and Book-Signing on AHA! Night, December 12 from 6pm to 9pm at Spinner Publications, 164 William Street
December AHA! Theme ~ "Made in New Bedford!"

- ◆ Have your books signed and personalized
- ◆ Meet and chat with the authors
- ◆ View a display of historical photographs and
- ◆ Watch a presentation of historical New Bedford films
- ◆ Enjoy light fare and refreshments.

"....there is no excess meat on the bones here – every word is interesting..... In all, this is more than a great coffee table book. It's the story of SouthCoast."

-Lauren Daley, "BookLovers," Standard Times

Spinner Publications celebrates New Bedford and its new book, *A Picture History of New Bedford, Volume 1 (1602-1925)*, with a book signing at our offices on 164 William Street, New Bedford, on AHA! Night, December 12 from 6 to 9 PM. Throughout the evening, the book's five authors, Joseph Thomas, Alfred Saulniers, Natalie White, Marsha McCabe and Jay Avila, will sign both cloth-covered and paperback books.

A Picture History of New Bedford is the first extensive city history to appear in decades. Its two volumes capture the city's journey through hundreds of photographs and stories. The first volume spans from 1602 to 1925 and traces New Bedford's story from native Wampanoag hunting ground, straight-laced Quaker enclave and world-class whaling powerhouse to Underground Railroad stronghold, fine textile producer and fledgling fishing port.

Spinner Publications is a New Bedford-based, non-profit cultural organization whose mission is to record and promote the history and culture of Southeastern Massachusetts. Among Spinner's award-winning titles are *Lincoln Park Remembered*, *Portuguese Spinner: An American Story*, *Brick by Brick: A Woman's Journey*, *Branded on My Arm and in My Soul* and the anthology series, *Spinner: People Culture in Southeastern Massachusetts*.

For information call 508-994-4564 or visit www.spinnerpub.com

Who Remembers...The Ann & Hope Outlet?

Ann & Hope Outlets started in 1953 and never closed completely (Squirm114)

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As a kid, I was dragged to Ann & Hope at least twice a week and definitely every weekend. Moms across the South Coast made the Ann & Hope Outlet a prime destination. Outside of Arlan's it was the number one place to get anything and everything in one place. Heck, Sam Walton who founded Wal-Mart (visited in 1961) and Harry Cunningham who founded KMart, got their ideas from visiting Ann & Hope.

There were at least eight locations in Massachusetts – Westborough, Danvers, Weymouth, Millis, Randolph, Seekonk, Raynham, etc. – but there was only one that mattered: the Dartmouth location.

So where did Ann & Hope come from? What happened to it? Where did they go?

Ann & Hope was founded by Ukrainian Martin “Marty” Chase. In 1946, Mr. Chase bought a Mill complex in Cumberland, Rhode Island that was built in 1886. This mill was called the Ann & Hope Mill in tribute to Ann Brown and Hope Ives, wives of successful, iconic 18th century Portsmouth merchants John Brown and Thomas Ives who made a fortune in Far East Trade. Apparently these fellows *really* loved their wives, because they had two of their vessels, including a flagship dubbed the *Ann & Hope*.



*Let's bring back
these prices!*

This story is really a large one and deserves its own article, so we won't go into too much detail. Suffice it to say, that the names Ann & Hope go back to the mid 18th century Rhode Island. Martin Chase started his business in a mill named after these merchant's wives and kept the name when he opened his flagship store in 1953 and maintained the name as it expanded.

What separated Ann & Hope from other department stores is that you didn't need to tell a clerk or serviceman what you needed and they would pick your order. You could freely roam the store with a shopping cart – supposedly the first department store to use them. In addition, there was what was called a

sub-tenant, which utilized the concept of a Garden Center, for example. Chase was the first to use a check-out area with multiple counters, that seem so “normal” today.

By 1969, business boomed and Ann & Hope revenue was calculated at \$40 million dollars annually. In the 80s, Ann & Hope came to Dartmouth as simply a department store on the site where Lowe’s is now. However, it quickly became so popular that it expanded and took over the adjacent land and became the Ann & Hope Plaza – which some of you dinosaurs may recall held Child World (Christmas Tree Shop), Heartland Supermarket (Kohl’s), and a Newport Creamery (USPS).

By 1990, competition from other department stores and local businesses hurt Ann & Hope and the company began to decline. Stores began to close rapidly, and by Spring, 2001 only two – the Warwick and Cumberland locations – remained, but were downsized.

Ann & Hope may have closed, but really didn’t go anywhere. The company still owns Ann & Hope Plaza and operates the Curtain & Bath, as well as the Garden Outlet stores there. And guess what? Ann & Hope stayed alive with its stores in Rhode Island and many Outlet Stores and began to make a profit again. Expansion began once again and as of 2011 there were 7 Ann & Hope Outlets in Massachusetts, and a few in Rhode Island and Connecticut and revenue approaches \$24 million dollars.

Would you like Ann & Hope to return to the area? The closed Shaw’s in Fairhaven? What were your memories of Ann & Hope?

Who Remembers...Frates Dairy & Ice Cream?

Frates Dairy & Ice Cream at 2840 Acushnet Avenue (1930-2001)

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Ah...the iconic Frates Milk Bottle! Funny how something so simple in terms of marketing can be so effective. If our mom and dad asked us where we wanted to go to have ice cream, it was EASY: Frates! If a parent would have asked why, we would have used their own quip against them: "Because." People would say "What is the big deal? It's not like you go anywhere from going to a place that was a giant dairy bottle."

Wrong.

You got excitement. You got juiced. You got jazzed. Your imagination would kick in and you could imagine it full of milk – or even ice cream – and you are swimming about in it. The giant milk bottle was fun. Pure and simple.



*Frates Dairy & Ice
Cream bottle caps
(EBay)*

The Frate's Dairy & Ice Cream bottle was built as one of three circa 1930 by designer Les Labrose at 2840 Acushnet Avenue by the Frates family*. The other two being in Boston and Raynham. This location made generations of kids happy, but it wasn't the Frates family's only spot. They also had a shop in the South End of New Bedford on the corner of South Water Street and Cove Road. Of course, when Route 18 came along, the location got the boot.

The milk bottle, which stands 52 feet high and was painted to look like the real deal: full of milk with a bit of cream at the top. Well, the real deal if you are old enough to remember that cream separated from milk and came in bottles – and even was delivered to your doorstep by a milkman. Explain that one to your kids and they'll think you're pulling their leg.

Some time in 2003 Crystal and Scott Vurpillatte purchased both the building and the business and called it "Tali" after their daughter. Business did not do so well and by 2005 the bottle was up for sale. A year later G&S Pizza bought it and moved from a few buildings away. Yes, they serve ice cream from Spring through Summer!

Some stellar photos on the outstanding WhalingCity.net.

** A story shared on WhalingCity.net states that the bottle "...was not designed and built by the owners, but by Jethro O. Ashley (1897-1975), carpenter and aviator." A fan has stated "Frates bottle was built by Dosithe Guilotte who owned New Bedford Lumber. He was*

my grandfather."

Who Remembers...Seven Vintage Commercials?!

It's Fudgie!!! (AngusMcGuyver)

Remember all those commercials growing up that made us smile or laugh? There are hundreds of commercials like this and NBG has picked 5 in no special order. Some of these are guaranteed to get you singing along and have the song stuck in your head. All of them will remind you of that special time growing up and what it was like to be a kid – something as adults we often forget how to do.

Which commercial was your favorite? One on the list or one we didn't mention?

1. Krazy Glue

The words "Super glue" or "Krazy Glue" immediately bring to mind a construction worker with a hard hat dangling off of an "I" beam with his feet kicking. I think it's safe to say this is one of the greatest inventions ever (next to Duct Tape!) and I've repaired thousands of things with super glue. One of my favorite things to say is "Where's the superglue?"!

2. It's Slinky!

Just saying those two words, conjures an audio to play on loop in the head:

“What walks down stairs, alone or in pairs
and makes a slinkity sound?
A spring, a spring, a marvelous thing!
Everyone knows it’s Slinky.
It’s Slinky, it’s Slinky,
It’s fun, it’s a wonderful toy.
It’s Slinky, it’s Slinky, it’s fun,
It’s a wonderful toy.
It’s fun for a girl or a boy. ”

What usually happened with Slinky is about 15 minutes of trying to get it to work down a flight of stairs – which never happened – and then spending the rest of the Slinky’s life trying to get the kink out of it, so it would function. Has anyone successfully got the Slinky to go from the top of a flight of stairs to the bottom or had a Slinky that didn’t have a kink in it with a day?

3. Coke: I’d Like to Buy The World A Coke

I absolutely love this song. It has such a “feel-good” glad to be human, sense of community vibe to it. It never made we want to go grab a Coke, but rather made me want to join hands and sing “Kumbaya.”

4. Where’s the beef?

Who didn’t think this old grandma wasn’t a cool, bad-ass? This is a saying that crept into popular culture and lexicon. To this day, I still hear it said when someone gets “gyped” or ripped off. Order breakfast and only get a few home fries? “Where’s the beef?” Go the the movies with a date and look down at your \$40 receipt? “Where’s the beef?”

5. Ch-ch-ch-Chia!

Has ANYONE ever successfully grown a Chia Pet? Or how about Sea Monkeys? I’ve never met anyone who has successfully grown

either. For some reason it became a popular Christmas present. I failed so miserably at growing them, that when I got one for Christmas, I just put it on a shelf in the closet unopened. A fully grown Chia Pet is a white whale IMO.

I wouldn't have it any other way.

6. Carvel's Fudgie the Whale!

Speaking of whales – how about Fudgie?! Memory doesn't serve me the best, but if I recall correctly, there were Carvel stores. I used to love ice cream cake and still do! Carvel has become synonymous with ice cream cake. It's like saying Band-Aid instead of bandage, or if you are down south a waitress can ask "What kind of Coke do you want?" and yo can reply with "Sprite." One say "What kind of cake do you want?" and reply with "Carvel." You just bring home an ice cream cake of any brand.

7. I Don't Want To Grow Up!

Going to Toys 'R Us was really no different than Christmas Day. Regardless, of the time of year, a visit to Toys 'R Us felt like a holiday. You knew you were going to get something "rad"! The jingle to this commercial has to be one of the catchiest ever written.

Recycling Is Nothing New; Short History of Recycling

by Anne Staley

The History of Recycling

I always considered recycling to be a fairly recent phenomenon. Maybe that's because we tend to associate recycling with environmental degradation, which we all know has become a problem of mammoth proportions in the recent times.

So, imagine my surprise when while digging up information for this post I found out that recycling as a concept has existed for as long as the human race. Huh?

Yes, recycling in its current form of trash separation and curbside collection was not present all those years ago, but there are studies to suggest that recycling was a common practice as far back as 400 B.C. necessitated by scarcity of resources.

In pre-industrial times, recycling of bronze and other scrap metal was fairly common driven by the affordability of recycled feed-stock as opposed to virgin ore. Industrialization spurred this demand for affordable materials even further.

The 19th and early 20th century witnessed railroads, automobile, and steel industries making use of metal scrap for manufacturing. Peddlers roamed streets, went from door to door, and scavenged dump sites in search of sources of metal. By the time the First World War started, American cities were swarming with thousands of such peddlers.



*The three-arrow
recycling symbol
(Source:
en.wikipedia.org)*

During the two world wars, shortage of resources put pressure on administrations to promote recycling and resource conservation programs. Recycling received another shot in the arm during wartime and some of the programs initiated at this time were continued even after the war.

Circa 1970's – years of unchecked industrial growth had raised considerable environmental issues. This accompanied by rising energy costs ensured that recycling as a movement gained momentum. The year 1970 also marked the observance of the first Earth Day, birth of the U.S. Environment Protection Agency (EPA), and formulation of the famous three-arrow recycling symbol that we're all so familiar with.

Among the first bill to be introduced in the U.S. to encourage recycling was the "Bottle Bill" of Oregon in 1971. The bill provided for a nickel in refundable deposit on beer and soda cans as an incentive for people to recycle.

The first curbside recycling program was introduced in Berkeley, California in 1973. By 1998, the number of curbside recycling programs increased to more than 1000 and by 2006, this figure had sky-rocketed to over 8,000.

Recycling was on its way to becoming big! Very big!

The present & the future

According to the EPA, we Americans produce more than 200 million tons of garbage each year. We also have the dubious distinction of producing more trash per person per day than anywhere in the world. In 2010, this figure stood at 4.43 pounds of municipal solid waste (MSW) per person per day. Of this, we managed to recycle and compost about 1.51 pounds equivalent to a recycling rate of 34.1 percent per this EPA fact sheet.



*One of the many
landfills in the US
(Source:
www.treehugger.com)*

Compare this to recycling rate of three decades ago (the recycling rate in 1980 was 9.6 percent) and we can take pride in the progress we've made so far as recycling is concerned.

Something else that we can be proud of is the drop in the total amount of municipal solid waste going into landfills. While in 1990, the total amount of MSW going into landfills stood at 145.3 million tons, we managed to reduce this figure to 135.5 million tons by 2010.

While that's a significant drop, clearly a lot of work still needs to be done in the area if we want to prevent the harmful impact landfills have on our environment. If the sight of our overflowing garbage bins is any indication, we're still some

distance away.

A few things you can do to make sure that the future of recycling is safe in our hands include composting your organic waste, making your trash cans leaner by reusing and recycling more, disposing electronic waste and metal scrap in a proper manner.

One of the more profitable ways of managing e-waste and metal scrap is to sell them to a private recycler like SIMS Metal Management. Not only will it ensure that the waste is disposed of properly, but you'll also be able to make a quick buck from it.

We need to do this because on the future of recycling depends our future on this planet!
