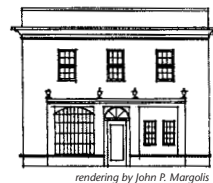


# THE FARMS FLYER



VOLUME XIII

SUMMER 2011

PUBLISHED BY THE BEVERLY FARMS IMPROVEMENT SOCIETY

*Written and edited by Wendy Drinkwater, Cara Hutchins and Alisa Zalosh*

## Things are Blooming at Dix!



Summer has come to Dix Park. If you haven't stopped by already, we encourage you to take a leisurely stroll from Hale Street down the new path at Dix Way. The gorgeous flowered path is now in full bloom with more than

1,100 perennials. The engraved memorial stones have been installed—see if you can find yours! The new plantings in the Park survived the winter and are spreading their branches, and local residents are giving the jogging track, baseball diamond, tennis, multi-purpose and basketball courts good workouts!



The new Dix Park Haskell Street entry has just received approvals by the City to move forward and we are now waiting on grant funding for the project. It has been a slow process, but will be worth the wait! Thank you again



to the Townsend family for generously donating their land, allowing us to create a beautiful tree lined, handicap accessible entry with adjacent parking, thanks also, to **Mayor Scanlon** and **Mike Collins** for their support.

## GQ Elite Brings Style to the Farms.

A few minutes spent with barber/owner Alton Edwards and you realize GQ Elite Barber is no regular barber shop. Opened in November 2010, GQ Elite is offering men's haircuts of all styles, hot towel shaves, and hair conditioning services. "Barbering is a



lot more than just a haircut. It's a skill, a lifestyle, an art and most of all an opportunity." says Alton, who has been cutting hair for over a decade. He takes barbering as seriously as he does customer service. Alton takes pride in the fact that no one leaves his barbershops unhappy.

GQ Elite is a fun, retro place to visit with a dartboard hanging on the wall and an air hockey table ready for playing. Alton offers his customers more than just a chair and haircut; his shop is a place to rest and enjoy some pampering. Alton moved here 10 years ago from Memphis, Tennessee and enjoys the change. He was valedictorian at Rob Roy Academy in Worcester.

Alton has also teamed up with another master barber, Russ Bogrett who offers haircoloring as well as expert haircuts.

This summer, GQ Elite is offering several specials including

- Father-Son haircuts \$3 off
- Senior Day Wednesday \$12 Haircuts
- Hot Towel Shaves \$12
- Boys Haircuts \$14

In addition to serving his customers from two locations (the first location is on Cabot Street in Beverly) Alton believes in giving back to the community. His mission is to help others before himself, and to that end he hosts "Haircuts for

*continued on page 2*

## Scarves, Accessories and Clothes Babe Boutique is a Fashion Find!

Babe Boutique, a boutique of fashionable and affordable jewelry and now clothing, opened in Fall 2010 in Beverly Farms, MA. Owner Lisa Igoe's mission is to share her passion for style by offering chic and affordable fashion for women. Lisa prides herself on handpicking each piece and selling her great finds at even greater prices. She also loves working with customers one on one to find their perfect accessory. "We are excited to add fashionable dresses just in time for summer," says Lisa. They are also excited to offer private parties for groups for any occasion. Babe Boutique is open **Monday through Saturday from 10am to 5pm.** Give them a call at **978-922-7222**, visit their website ([babeboutique.net](http://babeboutique.net)) or Babe Boutique facebook page.

**GQ Elite** *continued from page 1*



*QG Elite - 15 Oak Street*

Hope" in Beverly. He donates his shop and time to provide haircuts for the homeless who could not otherwise afford one. "A haircut can help you turn your life around," says Alton. Judging from the success of Haircuts for Hope, quite a few Beverly residents agree with Alton. At the last event he gave away 22 haircuts.

Another ambition of Alton's is to set a new haircutting record. On April 22, Alton made a second attempt to break the Guinness World Record for the fastest haircut. His haircut was completed in 1 minute 5 seconds, narrowly missing the current record of 55 seconds. Alton will be trying to break the record again in Boston and he's confident this time he will be successful.

While things have changed in the Farms and it is no longer John the Barber snipping his scissors on West Street, Alton brings old-fashioned service to **15 Oak Street. GQ Elite's hours are Tuesday through Saturday from 10am to 6pm. Thursdays and Fridays they are open to 7pm. He can be reached at 978-992-4006.**



### **BEVERLY FARMS: 2.5 Bedroom Apartment Available for Rent September 1.**

Beautifully renovated with new kitchen and bath features, this 2.5 bedroom/1 bath apartment has a large living room/dining room, hardwood floors and is located in the beautiful brick Beverly Farms Exchange Building at 29 West Street. This 2<sup>nd</sup> floor walk-up, is sunny, quiet and has a small backyard. With this rental, as a Beverly Farms resident, you will have access to West Beach. Walk to the train, post office, and all of the delicious food and shop offerings of West Street. Interested parties should call between the hours of 9am-5pm only at 978-985-9425 or email [wendydrinkwater@comcast.net](mailto:wendydrinkwater@comcast.net) for further details.

### **J. Barrett Realty... A Real Estate Company with Local Soul.**

"Each year in Beverly Farms has been more successful than the previous one," says Jon Gray, President of J Barrett & Company. "Of course, having our office in such an historic building like the 'Depot' is a plus."

J Barrett & Company opened the Beverly Farms office in January 2007. Within a year, the company needed additional office space and moved to the Depot. "We believe that part of our success in this area is our presence in the Farms where we have excellent visibility," says Gray.

In less than five years the service-oriented company has quickly become the premier privately-owned real estate firm on the North Shore. Today J Barrett, which serves the North Shore and Cape Ann areas, has 65 agents and three other offices: 8 Pleasant Street in Gloucester, 4 South Main Street in Ipswich, and 29 Union Street in Manchester

## Shop Talk

Inspiration awaits you at **Roses & Thistle Floral Boutique!** New additions include fragrant gardens planted in beautiful pottery, Mistral French soaps & spa products as well as new summer fragrances. With the arrival of summer, they are expanding their décor collections with artisanal Californian etageres and tables in beautiful wood. Summer also is their peak event season. If you are planning a celebration please stop by to speak with their talented designers. They would love to help you put together the perfect selection of flowers for your gathering—no matter its size. They look forward to your visit in person (26 West Street) or on the web at [www.rosesandthistle.com](http://www.rosesandthistle.com)!

**The Book Shop at Beverly Farms** is celebrating its 45th summer of providing great books and gifts. Their shelves are filled with books recommended by school librarians (and your local bookseller!). They always offer a 10% discount on all school summer reading. Mention the Farms Flyer and receive 20% of any gardening book in June and July. If you haven't read David McCullough's The Greater Journey, you're in for a treat. Also heating up our bookstore is Suzanne Collins' series that starts with Hunger Games. This is great for both adults and young readers. For the younger set, they recommend The Penderwicks at Point Mouette. Beach toys, jigsaw puzzles and stationery will help you pass the beautiful summer days so stop by! They are open Monday through Saturday from 9 to 5.

**Sweetwater & Co.** is your summer destination! Be sure to stop by Sweetwater where they are stocked with plenty of West Beach gear for the summer, including towels, tee-shirts and sweat shirts, signs and koozies in fun new styles. They are also a proud supporter of the July 4th celebration, and have wristbands on sale for the fireworks.

**Vidalia's** is putting the "Tasty" in Summer! This summer, Vidalia's will be offering fresh salads and breakfast sandwiches in addition to their signature sandwiches, homemade soups, prepared foods, fresh local produce and fresh baked goods. Watch for daily specials too!

**Glee:** Award winning Shopping in the Farms! Enjoy boutique shopping at its very best with a visit to Glee. Winner of the 2010 Best of the North Shore award for Best Casual Clothing Shop, Glee offers distinctive fashions and pampering customer service.

Cater your Next Event at **Dom's**.

Catering season is in full swing and, as always, Dom's will custom write an all-natural menu to suit your event (contact them soon because weekends are booking quickly). They can arrange for pick-up or delivery, or provide set-up or full service. This summer Dom's is partnering with Moraine Farms to offer farm-fresh local produce!

The Winds of Variety and Taste are Blowing at **East Wind Tea**. The tea offerings keep expanding at East Wind Tea Company. Stop in to order antioxidant-rich green teas such as Green Jasmine, Nokcha, and the white tea, Snow Jewel. Several more green teas such as Japanese Sencha and Long Jing from China will be available later this summer at the tea shop. If you purchase any two teas, you will receive a FREE East Wind Tea mug!

**Wild Oats Health Food Store:** Wholesome Foods, Local Source. Wild Oats your local stop for cold drinks, healthy snacks and nutritional supplements.

**Sharon Champagne's Salon and Day Spa:** One Stop for Summer Pampering. With summertime upon us, now is the time to treat yourself to summer highlights and pretty nails.



*Cygnets in Bloom*

## Beverly Farms Sidewalk Bazaar

July 7, 8, & 9<sup>th</sup>, 2011

To benefit the

*Hastings House Community Center.*

The merchants of Beverly Farms invite you to participate in their third annual sidewalk-bazaar. Vendors will be set up along West and Hale Streets (Rte. 127) in the heart of the village. They are looking for local artists and crafters to display their goods on one, two or all three days. In addition to selling many wonderful items,

There is also a book sale at the library.

**For more information about renting space, please contact Mary Beth McBride at 978-927-9895 or [mbmcbride@comcast.net](mailto:mbmcbride@comcast.net).**



*signage and flowers installed by BFIS*

### **BFIS BOARD MEMBER NEWS:**

We are pleased to announce an outstanding group of talented, knowledgeable, experienced Board Members who are at work strategizing our next improvement project.

Board of Directors:

Wendy Drinkwater – President

Cara Hutchins – Vice President and Treasurer

Carole Bruce – Secretary

Jeffrey Horvitz - Director

James Townsend- Director

John Margolis - Director

John Harden - Director

Marilyn Donati - Director

Please feel free to offer any ideas to the board by emailing [wendydrinkwater@comcast.net](mailto:wendydrinkwater@comcast.net)



## Hastings House

### **Closer by The Mile:**

A Fundraising Evening to benefit the  
2011 Pan Mass Challenge Ride  
for Dana Farber's Jimmy Fund  
July 9, 2011, 7PM – 11PM at Hastings House

Join host and 18-year PMC rider Mary Campagnolo for an evening of fun, fine wine, music and more. Connect with old friends, meet new ones and unite to support the Pan Mass Challenge, where 100% of funds raised go directly to the Dana Farber Cancer Institute's Jimmy Fund for life-saving cancer research and treatment. If you can't make it and would like to support Mary's Ride, please visit: <http://www.pmc.org/profile/MC0034>

### **Community Yard Sale**

September 10

8:00 am start

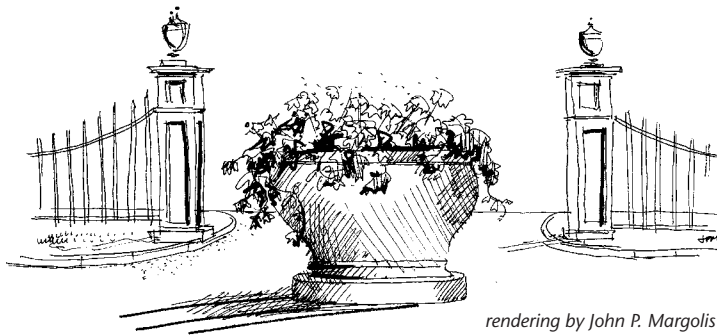
Bring your treasures to sell on your own or donate your gently used items to the Hastings House. Call Kellee for more information. 978-927-6370

### **Housewarming Auction**

September 24

An auction to help raise \$25,000 for a new heating system in the Hastings House. If you would like to donate, contact Kellee Costa 978-927-6370

The Hastings House meets the second Wednesday of each month at 7:30. We are looking for volunteers to help, we encourage you to come to our next meeting to see how you can help!



## SUMMER PROGRAMS FOR CHILDREN AND FAMILIES at the Beverly Farms Library

Thursday, June 30 at 7:00 PM - **"Iceland Escapades"** (age 6 and older) Explore this beautiful and exciting country through Icelandic traveler Andrea Connor's stories and DVD presentation.

Thursdays, June 23, July 21 and August 18 at 6:30 PM. **"Summer Concerts with Dara"** (18 months to 5 years) Join in the lively musical program on the library lawn. Bring a blanket, a snack and enjoy. \*\*

Thursdays, July 7, 14, 28 and August 4, 11, 25 at 6:30 PM **"Twilight Tales"** Stories for children on the library lawn. Bring a blanket, a snack – pj's are optional. \*\*

\*\*In case of rain, Thursday evening programs take place in the library.

Wednesday, July 13 at 11:00 AM **"The Wacky Science Show"** (age 6 and older) Mike Bent performs a range of wacky and scientific experiments.

Thursday, August 7 at 7:00 PM **"Aladdin"** (age 6 and older) The Hampstead Stage Company presents a play based on this timeless tale of magic and intrigue.

Mondays, July 11, 18, 25 at 11:00 AM **"World of Toys"** (ages 3-5 years)

Learn about children throughout the world – their stories, toys and activities. *Registration Required!*

Wednesdays, beginning July 20 at 11:00 AM **"Passport to Adventure"** (ages 6-10 years) We'll make a passport, pack our bags and travel the globe–without leaving Beverly Farms! Program runs for 4 weeks. *Registration Required!*

Mondays, August 1, 8, 15 at 11:00 AM **"Curious about Critters"** (ages 3-5 years) Learn about animals around the world through stories, crafts and activities. *Registration Required!*

**Art Exhibits** - Each month we feature the artwork of a different artist in the Conrad Lecture Hall

Currently showing: June - Clothesline Artists - children's art arranged by Cheryl Rand

Upcoming artists: July - Mary McCarl; August - Kathleen Miller and Jennifer Woods; September - Bill Fusco

**Adult Book Discussion Group** - meets the 3<sup>rd</sup> Thursday of each month - 7:00-8:30 PM

Selections include: July 21<sup>st</sup> - *"Olive Kitteridge"* by Elizabeth Strout

August 18<sup>th</sup> - *"Tinker Tailor Soldier Spy"* by John LeCarre

September 15<sup>th</sup> - *"Stones into Schools"* by Greg Mortensen  
Books may be picked up in advance at the library.

New Museum Pass - **"Boston by Foot"**-walking tours of Boston's architectural and historical sights. Each pass admits up to 4 people. Tours run May to October. For tour information: <http://www.bostonbyfoot.org>. Visit our website for a list of all available museum passes. Reserve passes online, by phone or at the library.



### 4<sup>th</sup> of July Committee

**Enter a FLOAT  
in the Horribles Parade;  
Win BIG - BE HORRIBLE!**

#### Schedule of Events:

#### Friday, July 1

6:30-8:30 pm: Youngsters Scavenger Hunt, Hastings House, Ages 8-13

#### Saturday, July 2

8:00 pm: - midnight: Adult Dance, Hastings House D.J. Full Bar & Food



#### Sunday, July 3

Build your Float

5:00-8:00 pm: Family and Friends Cookout with Kids entertainment, Bring a self-prepared dish, salad or dessert for all to enjoy.

7:00-9:00 pm: Judging of the House Decorating Contest

#### Monday, July 4

8:00 am: Horribles Parade; forms on Oak Street at 7:30 a.m.

10:30 am: "Old Timers" softball Game; Dix Park

2:00 pm: Races and Games; West Beach

5:00 pm: Music Entertainment; West Beach

8:45 pm: Flare Dedication/Shoreline Illumination; West Beach

9:00 pm: Aerial Fireworks Display; West Beach

## JOHN THE BARBER

by Peter Sears



The little building at 9 West Street, currently occupied by Vidalia's, is a typically unremarkable storefront. From 1925 through 1985, two unassuming but supremely dignified Sicilian immigrants, Giovanni and Francesca Brancato, raised two daughters, (Grace and Domenica Rose), ran a successful business, hosted a lifetime of family dinners, coaxed countless fruits and vegetables out of the soft brown earth in the garden behind it, and built a life with the bricks and mortar of hard work, dedication to family, and devotion to education, self-respect and uncompromising ethics.

9 West Street was where my grandfather, who became known as Beverly Farms' "John the Barber," plied his trade for sixty years with the meticulousness of a surgeon. Imagine it's 1937, as you stand beneath the intricate tin ceiling (it's still there) and see the heavy barber chairs, the crisp linens, and the impossibly-sharp straight-razors and gleaming antiseptic cabinets. Notice the faint smell of talcum powder and Bay-Rum that greets the customers as they cross the threshold. Listen to the stately Waterbury wall-clock, tick-tocking out the seconds. Like all visitors, your eye is drawn to the heavy, hand-carved, seven-foot high, oak shaving-mug cabinet. Each hand-painted, personalized mug rests comfortably in its own cubby, some gold flaked, some with the image of the owner emblazoned on the front, some merely numbered, but each abiding patiently.

At noon, walk through the back of the shop and up the creaking brass treads on the stairs to the kitchen where Francesca, my nonna, has a hot lunch

waiting. Steam rises from the soup and the pasta and the tomato sauce and you smell the dizzyingly aromatic vegetables plucked an hour ago from the huge garden that fills almost the entire backyard.

Cross into the sun porch which on summer Sunday afternoons is transformed into a banquet hall, with a temporary table, crowded elbow-to-elbow with family members feasting for hours as conversations flow from English into Sicilian and back again. It's now 1968 and the white-haired patriarch is surrounded by his dutiful wife, his elegant, college-educated daughters, college-professor son-in-law, his simpatico nephew who is now also a barber, his loving niece, Peg Beesley (nee Domenica Femino) and her family who live at 41 West Street, and his respectful grandsons, berry-brown from their long days on West Beach. He smiles and raises his glass of dark-red home-made wine and with a self-satisfied but well-earned boast, booms the word "Saluti."

So the next time you pass 9 West Street, do yourself a favor and stop for a quick minute and glance over. Picture a deeply-tanned, dignified man in a blazing-white shirt and ever-present tie - the glint of highly-sharpened scissors in his practiced hand reflected in wall-size mirrors. Close your eyes and envision the lush, complex beauty of my aunt's rock garden and feel the care and devotion and love that went into it all.

And I'll bet if you do, a lifetime of memories of your own family will wash over you and fill your heart with a quiet wonder and an ache for days gone by . . . and maybe you'll whisper to yourself . . . "Saluti."

*Peter Sears lives in Burbank, California, where for twenty years he has written for The Tonight Show with Jay Leno. Peter and his two older twin brothers, Tony and John, were raised by John the Barber's daughter Grace and her husband Tony Sr. (of Gloucester) in Rochester, NY, but they returned to Beverly Farms to the tiny but magical Brancato compound every summer of their young lives . . . and still occasionally drop by.*



## ALDO CROATTI



One of the newly installed benches at the Dix Park playground was donated in memory of Aldo Croatti, born in Beverly in 1917. Mr. Croatti's immigrant father was one of the

many who worked for the United Shoe Company. As a young man, Aldo Croatti expanded a small industrial uniform business into a highly successful NYSE listed corporation. UniFirst, has become one of North America's largest work wear and textile services companies. Mr. Croatti's daughter Cynthia, who serves as EVP at Unifirst in this still close knit family business, returned to Prides Crossing in 1996 with her two sons Sam and Nicholas. They immaculately restored the "Netherfield" estate on Paine Avenue. Cynthia describes her father as "humble and kind who loved his children and grandchildren fully. He believed in allowing a child's spirit to blossom and encouraged his children and grandchildren to be who they fully were, loving them unconditionally." Cynthia just recently sold Netherfield and moved to Boston following her Dad's migration when he was a young boy. "Having the bench to recognize my father's roots, as well as, his love for children (and dogs!) couldn't be more fitting. Thank you to The Beverly Farms Improvement Society for allowing this tribute to be a part of the Farm's future and the Croatti family's legacy." says Cynthia.

## Hats Off to...

**Mayor Bill Scanlon** and, Planning Director, **Tina Cassidy**, for their support, knowledge and guidance on new improvement initiatives.

**Mike Collins**, Commissioner of Public Works, for all of his advice, effort and support at Dix Park. We couldn't have done it without Mike.

**Alisa Zalosh** for coordinating, photographing and helping write the Farms Flyer for 5 years!

**Tony Jack, Barbara** and **Peter O'Brien** for helping us hang the American flag at Dix Park just in time for Memorial Day and to Tony for continuing to tweak it.

**Chapman's** for donating a spruce tree for our holiday decoration and lights display at the fire station and library walkway. And to **David Hayes** and **Donny O'Connor** for hanging the lights. Thank You!

## Farms Flyer: Help Wanted

The Farms Flyer seeks volunteer writers and/or editors to help produce our local newsletter two to three times per year. Interested?

Please email: [wendydrinkwater@comcast.net](mailto:wendydrinkwater@comcast.net)



**Beverly Farms Nursery School**  
Currently Enrolling for the 2011-2012  
Toddler Program.

Applicants should be 2 years old  
by October 15.

Please call (978) 922-8450  
to plan a visit & learn more about NSNS:

- \*Engaging, hands-on curriculum
- \*Nurturing & highly qualified faculty
- \*Very low student-to-teacher ratio
- \*Bright, spacious classrooms
- \*Beautiful outdoor playground
- \*Welcoming community



*iron arches, brick pathway and wisteria installed by BFIS*

# BFIS MEMBERSHIPS ARE DUE

## Renew Yours Today!

Please renew or join the  
Beverly Farms Improvement Society  
so we may continue improving the  
community in which we live.

Please make checks payable to:

Friends of the Beverly Farms Improvement Society  
P. O. Box 5051 • Beverly Farms, MA 01915



### Annual Membership Dues: Please Check One:

- Member: \$50 per year    Merchant: \$75  
 Patron: \$100-\$499 per year    Benefactor: \$500-\$999    Hero: \$1,000 +

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_