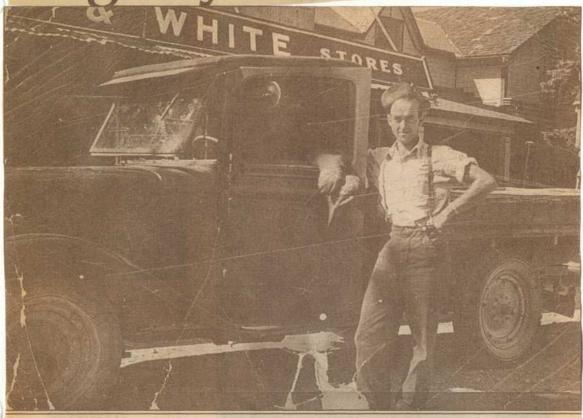
PASCOE, Vinnie y ahead of his time



Stell Remember when Sunday Sept. 13, 1992

Vinnie Pascoe and his '29 Chevrolet in Melrose, 1939.

dren who stayed in the area. houses on his farm and just be-As a result, Pascoe has four low the sign that reads Mel-

rose is a second sign added by himself. It reads Pascoeville.

Pick your own idea really caught on big at Vinnie's berry patch

tory in his 1929 Chevrolet Co. in the late 1930s before bemilk to the plant stopped in the early '40s. their tracks.

years old but it better than the horses and wagons the rest of them were still us-

It wasn't the only time Pascoe was first and, like using the truck, his Vinnie Pascoe other idea caught on.



Pascoe took milk to the When Vinnie Pascoe pulled cheese factory and vegetables up to the Melrose Cheese Fac-to the Shannonville Canning truck, the other farmers taking coming a full-time farmer in

Part of his crop included The truck was nearly 10 one-half acre of strawberries and one-half acre of raspberries.

> John Weese, who owned the Shannonville Canning Co., drove his pick-up truck to Pascoe's field and loaded it with berries. He often had to wait for Pascoe's hired help to finish picking them.

acres of raspberries in the clean. The health of the crop early 1950s he wasn't able to might have aided in its deplehire enough help to pick them, tion. Pascoe took his neighbor, coming Weese waiting around year and says the berries were

all day, he had to devise some "as big as quarters." He sold method of getting his crop them for 25 cents a box. picked faster.

'I'm gonna advertise in the to advertise 'pick your own.'

that and the response was farm. Today he lives on that overwhelming. The day after farm and has given an acre of the advertisement ran, Pascoe land to three of his five chilhad 75-to 100 people at his door. People came from Prince Edward County, Napanee and even Marmora.

Pascoe says that in the early '50s almost nobody in Prince Edward County grew strawraspberries. or berries "Everybody grew tomatoes," he says. Pascoe grew 10 acres of tomatoes. Strawberries and raspberries, "weren't here to

Before long he had to turn When Pascoe planted three patches were being picked Unable to keep the up-and-Reg Fox, through the field that

Obviously Pascoe's "I was just lying in bed one caught on quickly, although he night and I got this brainwave, can't remember who was next

Belleville paper, Come and Pascoe took a job with Corby Pick You're Own," he says.

Distilleries Ltd. in 1956 but Distilleries Ltd. in 1956 but The next day he did just continued to work a small