



## Get Your Local Gifts & Brews!

If you want to shop locally this holiday season, you can't get much more local than the New Salem General Store. Just drop on by to see how we can meet many of your holiday needs – cards, gifts, food, festive beverages – even Christmas trees!



Speaking of festive beverages, our wine and spirits section is stocked to the rafters (well, almost) with something for almost any taste, including locally made West County Ciders and mead from Green River Ambrosia. And as usual, our coolers are filled with local craft brews such as the Extra Special Oak (at left) from Element Brewing Co., located just on the other side of the state forest in Millers Falls.

Also a holiday-related reminder for our Friday Night Pizza regulars: we will not be serving pizza on Christmas Eve – but we will be making pizzas for New Years Eve (call us in advance of the 31<sup>st</sup> if you'd like to place a party-sized pizza order).

We wish you and yours all the best this holiday season.

*Rick*

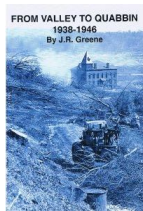
Rick Oliver, Proprietor

## Christmas Trees From Our Back Yard

OK, it's not exactly our back yard – but almost. Not from Vermont, not New Hampshire, nor even the Pioneer Valley, but straight outta Wendell come our locally raised, never sprayed, beautifully trimmed Christmas trees. Come by the store to pick out the perfect tree for your family – we've got all sizes – and with these great prices, you might want a second tree for the kids. And if we don't have exactly what you want, we can arrange a special-order tree cut to your specifications.



## From Valley to Quabbin 1938-1946



For all you Quabbin Valley history buffs, Athol historian and author J.R. Greene has penned another tome about how the Swift River became Boston's water supply.

We've got copies – as well as Greene's 2011 Quabbin History Calendar, his 26<sup>th</sup>, featuring views from Prescott, Greenwich, Dana, and Enfield, as well as from Coldbrook Springs in Oakham (taken for the Ware River diversion). Two featured events have anniversaries in 2011: Enfield's Congregational Church fire in 1936, and the 1941 dedication of the Frank E. Winsor monument.



## Goodies for the Holidays

### Organics and Sweet Syrup Prices

Folks are scooping up our new organic foods from Amy's and Macro – and of course, we've got local, all-natural products including Diemand Eggs, Adams meats, and the sweetest prices on local syrup around! If you've got plenty for your pancakes, think about buying some syrup, honey, and other goodies and sending a holiday care basket to your less fortunate relatives (i.e., those not lucky enough to live 'round these parts).

### Lori Flye's Hand-Woven Baskets

Speaking of holiday gift baskets, you not only can get the goodies for the basket from the General Store, but you also can get a gorgeous basket that's a gift in and of itself: a locally woven basket by Lori Flye. We've hung 'em high in the store – grab one or more while they last!

### Picture This: Patrick Zephyr Photos

Just down the road in Pelham lives a remarkable creative talent – nature photographer Patrick Zephyr – and one of his remarkable framed works can become a special gift this holiday season.

### Forget Flu: Get A Chocolate Luv Shot

Holiday parties are not complete without some ChocoVine – now in two flavors and still just \$9.99 a bottle. And we've got something even better: The Chocolate Luv Shot (sounds very naughty, right?). Just combine ½ ChocoVine with ½ Pinnacle Whipped Vodka (\$13.99 for 750 ml).

### Put Some Wind in Your Full Sail

Hailing from Oregon is Full Sail, an independent, employee-owned craft brewery ranked in the top-10 nationally. If you missed our Dec. 2 tasting, you still have a chance to set up your own tasting (not limited to 2 oz. samples). Grab a six-pack!



### And If You Don't Know What to Give

Buy your family and friends a New Salem General Store Gift Certificate this holiday season. They come in denominations of \$10, \$20, \$25, \$30 and \$50. If you'd like one for a different amount, just let our friendly and helpful staff know your needs.

## Winter Hours

Monday-Saturday 6 a.m. – 8 p.m.  
Sunday 7 a.m. – 6 p.m.