

Give Thanks...and Gift Certificates

When Lori and I first opened the General Store, it didn't take long to know we wanted to live here, not only because it's a beautiful place, but because of the community. Thanks to all of you for your support and friendship over the years. In return, we hope to bring you just what you want! Just tell me if you'd like me to stock something I don't have, I always want to know.

Know someone who's a regular, or someone who you think should be? Buy them 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 the clerk know and I'll have one ready for pick up the very next day!

Once again, thanks for your patronage – and may your family's Thanksgiving be the start of a happy, healthy holiday season.

Rick

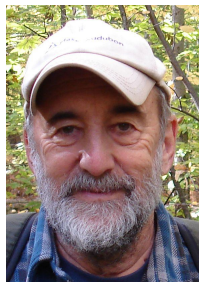
Rick Oliver, Proprietor

Order Your Diemand Turkey Today!

This holiday season, give thanks that we have Diemand Farm nearby – and you can order your Thanksgiving bird right from the General Store. Why be thankful? Where else can you get such well-raised (and delicious) birds but from Diemand Farm in Wendell. "Our turkeys are popular not only because they're local," says owner and operator Annie Diemand, "but they're also pasture raised, fed natural grains, given deep-well spring water, and are hormone free and antibiotic free." All that and only \$3.49 a pound! Come sign up for yours right this very moment – the list is on the counter at the one and only New Salem General Store.



We Have Allen Young's New Book



Local author Allen Young, who wrote *Make Hay While the Sun Shines*, about the people and culture of the North Quabbin region, has released his latest book, and we have it. It's called *Thalassa: One Week in a Provincetown Dune Shack*. Pick up a copy today, along with his other books. They make wonderful Christmas gifts and provide wonderful insight into our area. You will certainly learn something you never knew about this area, even if you've lived here your entire life.



Now In Stock

Gobble up a Local Gobbler!

The General Store is your local turkey connection. Sign up at the counter for the center of your Thanksgiving universe, the turkey! Only \$3.49 a pound, and it supports local business!

Put Organics Into The Mix

We're continuing to expand our offering of organic, vegetarian and vegan eats! Amy's Organics are so good, you could serve their canned goods, which we sell, for Thanksgiving!

And Don't Forget to Eat Your Veggies

We've got onions, potatoes, tomatoes, peppers, lettuce & more. Buy 'em by the pound. Tell us what kind of veggies you like, and we'll get 'em!

ChocoVine: It Goes Well With Turkey

If you've been lucky enough to try even a sip of ChocoVine, then you know that it goes well with anything. This stuff sells so fast, we have a hard time keeping it on the shelf! Help us become the biggest distributor of ChocoVine in Western Mass and pick some up today. Just \$9.99 a bottle.

A Glass of Wine, A Ray of Hope

For every bottle of Five Rivers wine you buy this month, \$1 supports The Rays of Hope breast cancer research at Baystate Regional Cancer Program's Comprehensive Breast Center.

New Salem is Hard Cider Country

This month, take a dollar off the price of West County Cider, or try Laird's Apple Jack, an apple liquor perfect for late fall. It's good on its own or to spike up your favorite local cider!

November Tastings

Wine Tasting – November 18, 4 p.m.–7 p.m.

The tastings are back! This month we will be sampling wines from Louis Jadot: Beaujolais and Beaujolais-Village (both red), and Macon-Village (a chardonnay).

????? Mystery Beer Tasting! ??????

Keep your eyes peeled for the date and time of this month's beer tasting, featuring a Top 10 craft brew from Oregon! That's all we're telling!

Fall/Winter Hours

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