

November 2015

Gift Guide



Look inside for the
PAWFECT GIFT!



Happy Holidays from Sarge, Lt. Fluffée, Dr. Charles Alexander Tuffington, Ronald T. Hammy, Esq., Toby, Sgt. Smalls, Miss Cordelia, Lady Tabitha, Sir Bruce Brixby and Mr. Puddlewinks

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Buy local this season

Benefits of shopping in your town

Holiday shopping dominates many people's free time between the day after Thanksgiving and the final days before Christmas. While many people may shop 'til they drop on Black Friday and Cyber Monday, those days still account for a relatively small amount of the hundreds of billions of dollars that are spent each holiday season.

Shoppers now have a bevy of options at their disposal as they embark on holiday shopping season. Traditional in-store retailers are still around, and online shopping continues to grow in popularity with each holiday season. But many holiday shoppers are looking to buy local this holiday season, and such a decision can pay a host of dividends for both shoppers and the communities they call home.

- **Buying local benefits your local economy.** Studies from Civic Economics, an economics and strategic planning firm, found that independent, locally-owned retailers return a far greater percentage of their revenue into their local economies than national chain stores. One such study examined the disparity between revenue recirculation among independent, locally-owned businesses in Raleigh, North Carolina, versus four major national chains in the city. The former recirculated 51.1 percent of revenue into the local economy, while the latter recirculated less than 14 percent. Similar results were discovered in many cities, indicating that buying local not only benefits local business owners, but also the communities those owners and their customers call home.

- **Buying local creates jobs in your community.** One of the biggest ways local business owners in Raleigh recirculated their revenue in the local economy was job creation. While national chains also create jobs,



such jobs only benefit your community if the chains are located within your community. If your local mall is a considerable drive away, chances are the chains within that mall are not employing many of your fellow community members. Local businesses in your community



are more likely to employ residents of your town.

- **Shopping local may provide access to more unique gifts.** In addition to the economic benefits of buying local, shoppers may find merchandise made by local craftsmen is more unique than mass-produced items found on the shelves of national retailers. Recipients may cherish more unique items that they cannot find on their own, and that appreciation may even spur them to visit more local retailers after the holiday season has come and gone, benefiting their own communities in so doing.

Buying local not only benefits small business owners, but it also pays dividends for their customers and the communities they call home.

STORY AND PHOTO BY METRO CREATIVE SERVICES

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Make the most of **BLACK FRIDAY**

Black Friday is one the biggest shopping days of the year, and is often the perfect time to begin holiday shopping and save money on incredible deals. Thousands of eager shoppers will leave their homes in the early morning hours and wait in lines at stores in order to grab the best prices of the season, while retailers will be gearing up to lure the greatest number of shoppers. Surviving the day unscathed and arriving home with discounts galore involves having a game plan for success.

- **Know the prices of the items you want to buy.** Scour advertisements in advance of Black Friday to gauge the regular retail prices for common items, including electronics. Comparison shop for the best prices and make notes to help you when Black Friday arrives.

- **Understand the fine print of “door busters.”** Door buster sales are meant to get shoppers into stores, where retailers hope shoppers will make additional purchases while taking advantage of advertised deals. If door buster items are all you’re looking for, read the advertisements carefully, noting the start and end time of the discounts and if there will be limited quantities. In addition, determine if there is a special return policy for sale items purchased on Black Friday.

- **Dress for comfort.** Wear sensible, comfortable shoes and clothing when shopping. Leave a large purse at home and opt for something compact that can be draped securely over your shoulder and body to navigate the crowds. Keep your coat in the car or make use of a coat check service if available. Dress in layers if you will be waiting outside for stores to open. This way you can shed clothing as the mercury rises or when you get inside.

- **Arrive together but shop separately.** The “divide and conquer” method of shopping allows everyone in your shopping party to score good deals. Split up shopping tasks and then head to different areas of the store. Share and collect your purchases when you meet up after the rush.

- **Don’t overlook nontraditional stores.** Many other stores, from pharmacies to supermarkets, stock items apart from food and toiletries. Consider taking advantage of their sales for some Black Friday deals.

- **Clean out your car prior to shopping.** Make room in the trunk or cargo area for all of your purchases. For those who will be buying large, heavy items, find out if the store will ship the merchandise or will hold it aside until you can take it home. Understand that some stores will not hold items and enlist a friend or spouse to help you pack purchases into the car.



Story and photo by
Metro Creative

Order your Prime Rib for Christmas and New Year's

Visit King's Market for...

- Fish Fry \$8⁹⁹ every Friday
choice of french fries/baked
potato/mac 'n cheese
- Sheet 1 topping Pizza w/
Bucket of Wings (30) \$29⁹⁹
- Lg. 1 topping Pizza w/
Bucket of Wings (30) \$23⁹⁹
- \$3 daily sub special (Mon-Fri)
- Coors/Coors Light 30pk. \$19⁹⁹
- Busch/Busch Light 18pk. \$11⁹⁹

KING'S MARKET

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Mon.-Sat. 7:00am - 9:00pm
Sun: 8:00am - 9:00pm

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HOLIDAY \$PENDING

How to keep your piggies in a row



The holiday season can be both exciting and expensive. The excitement stems from chances to see family and friends, while the expenses often stem from holiday shopping for those very same loved ones.

Many shoppers run into financial trouble come the holiday season, when the temptation to overspend on holiday gifts can be tough to resist. But the following are a handful of ways shoppers can stretch their budgets and avoid going broke this holiday season.

Agree to spending limits

Come the holiday season, many people overspend on gifts for their immediate family members. Before shopping season begins, speak with members of your immediate family to discuss spending limits on gifts, agreeing that you each won't spend more than an agreed upon amount of dollars on gifts for any one person. Come to a consensus on a reasonable limit and urge family members not to exceed that limit no matter what.

Determine how much you can spend

Many people find themselves overextended financially come the holiday season because they never bother to sit down before the season begins to determine how much they can afford to spend. Set some time aside before your first holiday shopping excursion to examine your finances. Such an examination should give you a ballpark figure of how much you can spend. Keep a tally of all of your purchases with you whenever you go shopping, updating the list with each new purchase you make. Tracking spending can help you stay within your budget.

Go shopping with a plan

Visiting the mall or a town shopping center without any idea of what you're looking for is a recipe for overspending. Put some thought and research into your holiday shopping.

Start early

If your holiday shopping list is long or if you know money will be tight come the holiday season, begin your holiday shopping early. Doing so allows you to stretch your spending out over several months as opposed to several weeks. Shopping early also gives you more time to comparison shop and find the best price.

Resist the temptation to put it all on plastic

Credit and debit cards are more convenient than cash, especially now that you can buy everything from cups of coffee to big-ticket items with the swipe of a card. But cash can be your friend when holiday shopping, especially if you have a history of overspending during the holiday season. Leave cards at home when holiday shopping, spending only the cash you have in your pocket. While this may be a less convenient way to shop than you've grown accustomed to, it will save you the grief of large credit card bills come January.

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Stocking Stuffers
And Much, Much More



6 W. Steuben St. • Bath, NY • 607-776-2478

A history of Small Business Saturday

.....

Small Business Saturday

is the day to come out and support the neighborhood businesses that are the backbone of your local economy. This is Main Street's bid for your shopping dollars and a kickoff to the holiday season.

Small Business Saturday was founded by American Express as a way to help celebrate and promote the many small businesses across

our country.

"By shopping small on Small Business Saturday, customers have a chance to discover new stores, new restaurants, new businesses and more while also supporting their favorites, as well as gain an opportunity to celebrate and say thanks to these same businesses for being such an important part of their communities," said Small Business Saturday spokeswoman Nicole Leinbach Reyhle.

Here's a history of the day:

.....

2010

American Express launched the first Small Business Saturday, which took place on Nov. 27. It encouraged people across the country to support small, local businesses.

2011

It became official. The U.S. Senate officially designated Nov. 26 of that year – the Saturday after Thanksgiving – as Small Business Saturday.

2012

Almost 74 million people went shopping at small businesses on Nov. 24.

2013

The day continued to grow by embracing the neighborhood. Individuals and local organizations pledged to support the day as Neighborhood Champions, and more than 1,450 of them rallied their communities with events such as kickoff breakfasts and scavenger hunts.

2014

Shoppers supported their neighborhood businesses like never before. An estimated \$14.3 billion was spent at small independent businesses in 2014.

"There are many advantages for businesses and consumers alike on Small Business Saturday," Leinbach Reyhle said. "First, businesses are able to gain promotional support with the help of resources available at ShopSmall.com, as well as leverage the national attention Small Business Saturday gets in general." For consumers, "supporting Small Business Saturday is a fantastic way to rally around small businesses that help make up their communities and bring vitality, character and charm to their neighborhoods 365 days a year," she said.



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Holiday coupon book

6 Ultimate Washes	SALE \$53	SAVE \$13
6 Under Sprays	SALE \$47	SAVE \$7
6 Regular Washes	SALE \$45	SAVE \$3
3 Ultimate Washes	SALE \$29	SAVE \$4

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Forever Homes Wanted for the Holidays

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Adoption Special
November 28th - only
All Cat and Dog
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"Santa Paws"

Dec 4th - Dec 19th
Except Thurs. & Sun. Closed

Orphan dogs/cats that have
been at the Shelter the longest
- All Adoption Fees Waived
*Look for Santa on the
Kennel/Cage door

"The Twelve Days of CATMAS"

December 4th - Adopt-A-Pair for one Adoption Fee
December 5th - All Cat Adoption Fees 1/2 Off
December 7th - Golden/Orange Cats - \$35 off Adoption Fees
December 8th - Tabby Cats - \$35 off Adoption Fees
December 9th - Calicos & Torties - \$35 off Adoption Fees
December - 11th Short-Haired Cats - \$35 off Adoption Fees
December 12th - All Cat Adoption Fees 1/2 Off
December 14th - Black Cats - \$35.00 off Adoption Fees
December 15th - Gray Cats - \$35.00 off Adoption Fees
December 16th Polydactyl Cats - \$35.00 off Adoption Fees
December 18th - Adopt-A-Pair for one Adoption Fee
December 19th - All Cat Adoption Fees 1/2 Off

"The Dog Who Saved Christmas"

December 4th-19th
Except Thurs. & Sun.
Closed
\$40 Off Any Orphan
Dog Adoption

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Sign Up for Toy and Food Baskets



Sat., Nov. 28 • 9am - Noon
Fri., Dec. 4 • 6pm - 8pm

St. Mary's School Hall,
 Morris St., Bath

Toy sign ups are for children 1-10 years of age
 from Avoca, Bath, Bradford, Campbell,
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**Everyone wanting a food basket MUST SIGN UP
 at St. Mary's School Hall, Morris St, Bath.**

Home-bound Senior Citizens
 may call to sign up (607) 776-3666
 from Nov. 30-Dec. 4
 Please leave name and phone number.



Anyone wishing to make a donation
 to our program can send it to:
 Knights of Columbus,
 7161 State Route 54 • Bath, NY 14810

Hot toys

From classic to clever

Fisher-Price Baby's First Blocks

Your child will learn shapes and sorting while working on his fine motor skills and having fun with this toy. When he's done, everything fits inside the bucket. **\$10 at Toysrus.com**



Dumper

If your child is the one who can't stop staring at the construction worker, get him his own little dumper. This one is made in the United States from 100 percent recycled plastic milk jugs, which save energy and reduce greenhouse gas emission. **\$17 at Greentoys.com**

'Lil Fairy Doors

A fairy needs a door to access your home. This door is the place where she can fly through in order to leave notes. This comes with a bottle of fairy dust, a note to the fairy to get you started and velcro wall mounting strips. **\$30 at Buildingblockstoys.com**

Lego 'Star Wars' AT-AT

Advance on the Rebel Hoth base with this Lego set, which features a version of the Imperial Walker. It's perfect for "Star Wars" fans of any age. **\$9.50 at Walmart.com**



Hasbro Operation Silly Skill Game

Still a classic game. Find out if you can operate by holding the tweezers. Don't touch the sides! It's been updated with squishy and slippery ailments, plus a clipboard and storage tray. **\$18 at Target.com**



CHRISTMAS TIDBITS

The holiday season has arrived, and millions of people across the globe will be celebrating Christmas with their families and friends. The following are some interesting tidbits to share with your loved ones this holiday season.

- Each year, more than three billion Christmas cards are sent in the United States alone.
- In 350 AD, Pope Julius I, bishop of Rome, proclaimed December 25 the official celebration date for the birth of Jesus Christ. Many historians and theologians have surmised that Christ really wasn't born this time of year, thanks to imagery and information from the Bible.

- Christmas carols began as an English custom called "was-sailing." Individuals toasted neighbors to a long and healthy life.



- Santa Claus' modern look was inspired by writings from The Knickerbockers of New York and imagery from Clement Clarke Moore's "A Visit from St. Nicholas." Moore denied authoring the famous poem for 15 years after it was published anonymously, feeling the poem was beneath his talents.

- Santa has his own official postal code. It's H0 H0 H0.

- The song "Jingle Bells" was originally written for Thanksgiving and not Christmas. People loved it so much that the lyrics were changed to fit Christmas.

- Christmas trees typically grow for 15 years before they're cut and sold. This means the trees sold today were likely planted in 1999.

- Christmas was not declared an official holiday in the United States until June 26, 1870.

- Before turkey, the traditional Christmas meal served in England was a pig's head and mustard.

- Male reindeer tend to shed their antlers in the winter. This means Santa's reindeer are likely female.

- Many people may be less inclined to stand under mistletoe waiting for a kiss if they knew what "mistletoe" means in the ancient Germanic language. It literally means "dung on a twig," for the bird who eats the berries and then leaves seeds in droppings to propagate new plants.

- Each holiday season, PNC Wealth Management calculates the costs of the gifts in the song, "The 12 Days of Christmas." The price index for the gifts went from \$12,673 in 1984 to more than \$24,000 in 2011. The most expensive gift is the swimming swans.

STORY AND PHOTO BY METRO CREATIVE SERVICES

Great Gift Ideas for this Holiday Season



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*Christmas isn't complete
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Family Life – 103.1FM

Now playing a mix of Christmas music and holiday programs focused on Jesus Christ. Then starting Dec. 23, enjoy continuous Christmas music until Midnight on Christmas Day.

Listen online – fln.org/one

Listen to the style of Christmas music you like by choosing from different online music streams.

familylife



HAMMONDSPORT

Upcoming events

“Shop Small / Win Big” Small Business Saturday Event

Saturday, Nov. 28

Hammondsport

Shop local! Visit hammondsport.org for more information on the program and contest.

Christmas in the Park

Saturday, Dec. 12 • Hammondsport

The 39th annual Christmas In The Park celebration on the village square featuring horse drawn wagon rides, reindeer, Santa, food and crafts vendors, and musical performances throughout the night. Visit hammondsport.org for more information.

SHOP SMALL / WIN BIG.

Saturday, November 28

Hammondsport Area

Join us with this fun way to support small businesses that we're calling **SHOP SMALL / WIN BIG**. The participating businesses are all dedicated to the Shop Small cause, and are putting their best foot forward for you. **On November 28**,

shoppers can pick up a game card at any of the participating businesses, then get it signed at each stop they visit (no purchase necessary). A minimum of (8) stops is required to complete the game card. Once completed, turn in

card at the Hammondsport Chamber of Commerce Visitor Center (47 Shethar Street) by the close of business (4pm) Sunday, 11/29. **Your card will go into a drawing to win one of three amazing prizes**, each valued well over \$150.

★ ★ ★
**SMALL BUSINESS
SATURDAY**
NOV 28

PARTICIPATING LOCATIONS:

Opera House Antiques • Union Block Italian Bistro
Shethar 57 • Park Inn & Restaurant
Crooked Lake Ice Cream Parlor • Scandia House
The Cinnamon Stick • Village Tavern Restaurant & Inn
Ravines Wine Cellars • Luna Mezza Grille
Heron Hill Winery • The Wine Barrel
Finger Lakes Boating Museum
Steuben Brewing Company, LLC
Keuka Oil Company • Browsers • Vang Real Estate
Fiber & Art Emporium
Finger Lakes Wellness Center & Health Spa
Hammondsport Grocery
Za.Zen Professional Massage



Don't forget to include your name and age in the letter!

All letters must be received by Monday, Dec. 7 to be published in our special section.

MAIL TO: The Courier, 10 W. Steuben St., Bath, NY 14810 (Attn: Letters to Santa)

Certificate total

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Total Price: _____ (Not to exceed \$200)

DON'T MISS YOUR CHANCE TO WIN A \$200 SHOPPING SPREE!

Drop off or mail to: The Steuben Courier Advocate • 10 W. Steuben St., Bath, NY 14810

HOLIDAY WORD SEARCH

Z	F	A	M	I	L	Y	I	U	G	N	I	K	O	O	C	S	E	H	M
M	U	S	I	C	D	F	S	S	K	W	A	N	Z	A	A	R	L	X	F
V	C	X	K	P	N	E	R	D	L	I	H	C	B	C	E	I	T	R	X
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M	R	C	R	E	O	W	A	S	Z	T	W	X	P	B	A	E	E	B	I
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W	S	U	R	P	R	I	S	E	S	A	F	W	A	W	E	B	D	C	B
S	G	N	O	S	C	Z	P	T	F	G	N	T	P	J	S	M	A	O	L
U	M	H	S	S	N	O	I	T	A	R	O	C	E	D	H	S	Y	S	F

Find the words hidden vertically, horizontally & diagonally throughout the puzzle.

WORDS

APPRECIATION	GATHERING
ATMOSPHERE	GIFT
BOXING DAY	GUESTS
CANDLES	INVITATION
CELEBRATION	JANUARY
CHANUKAH	KITCHEN
CHEER	KWANZAA
CHILDREN	MUSIC
CHRISTMAS	NEW YEARS DAY
COCKTAILS	PARTY
COOKING	PRESENTS
DANCING	SHARING
DECEMBER	SOCIALIZE
DECORATIONS	SONGS
DESSERT	SURPRISES
FAMILY	THANKFUL
FEAST	TREE
FRIENDS	WINTERTIME

WORD SCRAMBLE

Rearrange the letters in the word to spell something pertaining to Christmas.

T F E V I E S

--	--	--	--	--	--	--

Answer: Festive

Look for our next
Gift Guide
 coming in December!



The Steuben Courier Advocate
 10 West Steuben St., Bath, NY
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Did you ever notice how good you feel driving a newly cleaned car?

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Wilson Ave., Bath
- Smith's Auto Service Center
E. Washington St. Ext., Bath

SMITH'S LASER CAR WASH
across from KMart on W. Morris St., Bath

\$7 COUPONS - 6 for \$35
.....
\$9 COUPONS - 6 for \$45



SMITH'S AUTO BODY & SERVICE CENTER
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607-776-4241

Did you know?

The 2014 holiday shopping season was the best for retail sales since 2011. According to the National Retail Federation, total holiday retail sales in November and December of 2014 reached \$616.1 billion, a 4 percent increase from the previous year. Non-store holiday sales,

which indicate e-commerce and online sales, increased by nearly 7 percent to just below \$102 billion. The increase in spending did not appear to be limited to any particular area, as technology company First Data reported all 50 states experienced positive sales growth during the 2014 holiday shopping period. While spending trends benefited retailers in the United States, such was not the case in Canada, where Statistics Canada reported a 2 percent drop in sales in December, despite a small increase of 0.4 percent just a month prior. Spending on clothing



and accessories, two sectors that often benefit come the holiday season, showed a nearly 6 percent drop for the holiday season.

Family Gatherings, Get-togethers, Holiday Celebrations, Catching up with friends, Parties....

*No matter what you call them, providing alcohol to minors
is no way to celebrate!*

Whether for a holiday celebration, a graduation or a birthday party, the liability of offering alcohol to minors is the same. The consequences for providing alcohol to minors ranges from fines to jail time depending on the circumstances.

SCA
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Bath, NY 14810
607-776-6441



Steuben County Sheriff's Department



Sponsored by the Steuben Drinking Driver Program

Bath Spirit of Christmas

Bath Spirit of Christmas, Celebrating Winter Wonderland, Friday, Dec. 4. Fireworks, ice carvings, train rides, hay rides, vendors, story telling, Santa & Mrs. Claus, live Nativity scenes, Nativity collections, many in-store gift making, singing, dancing, food and more. Tree lighting at 5:30 p.m. in Pulteney Park. Events run until 8 p.m. in Village of Bath. Fireworks are planned for 8:15 p.m. This event is sponsored by Central Steuben Chamber of Commerce. Contact the Chamber at 607-776-7122. For more information, visit www.centralsteubenchamber.com.



Our 15th Anniversary
Salebration & Holiday Open House
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 Holiday displays
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Happy Holidays

*from all of us
at The Courier!*




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Furniture

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SALE

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HUGE selection of

Sofas, Dinette Sets, Occasional Tables
AND SO MUCH MORE





Steuben “the Elf”
wants to help her
friends have a **happy**
holiday!

Please help Steuben (The Courier’s office kitty) donate to her furry friends at the Finger Lakes SPCA! Please bring donations of dog or cat/kitten food, durable toys, blankets, paper towels or cleaning supplies to *The Courier* at 10 W. Steuben St., Bath, by December 27. All donations will be given to the Finger Lakes SPCA. Thank you for your help!

