

recipe

Amazing Apple Crisp

- | | |
|---|--------------------------|
| 10 Cups apples, peeled, cored, and sliced | 1 Cup quick-cooking oats |
| 1 Cup white sugar | 1 Cup all-purpose flour |
| 1 tablespoon flour | 1 Cup packed brown sugar |
| 1 teaspoon ground cinnamon | ¼ teaspoon baking powder |
| ¼ Cup water | ¼ teaspoon baking soda |
| | ½ Cup butter, melted |

Preheat oven to 350°F. Place the sliced apples in a large bowl. Add the white sugar, 1 tablespoon flour and ground cinnamon to the apples, and toss together. Pour apple mixture into 9x13 pan and pour water evenly over all. In a separate bowl, combine the oats, 1 cup flour, brown sugar, baking powder, baking soda and melted butter. Crumble evenly over the apple mixture. Bake uncovered for about 45 minutes.



Taylor Swift was born in Wyomissing, Pennsylvania on December 13, 1989. Her love of music and talent for writing were apparent at an early age. She began performing at festivals, fairs, and karaoke contests at the age of 10, and began writing songs on her own guitar by age 12. Her family admired her dedication and made regular trips with her to Nashville. When Taylor was 14, she signed a publishing deal with Sony/ATV, and her family moved to Nashville permanently. Her self-titled debut album was released in 2006 when she was just 16 years old, and has gone triple platinum.

www.goodcopy.com

Published by
Goodcopy Printing & Digital Graphics
110 Hamilton Street
New Haven, CT 06511

How to reach us:

Phone
Local: 203.624.0194
Toll Free: 1.888.GOODCPY

Fax
203.624.3609

Email
Letters to the editor:
edie@goodcopy.com

Customer Service:
arleen@goodcopy.com

Trivia question answers:
edie@goodcopy.com
or call 203.624.0194

Web
Visit our web site:
www.goodcopy.com

Follow us on:



It doesn't get any better than **GOOD.**

ADDRESS SERVICE REQUESTED

06530-0088

New Haven, CT

P.O. Box 8088

110 Hamilton Street

GOODCOPY
Printing & Digital Graphics



PRSR STD
U.S. POSTAGE
PAID
Permit #447
New Haven, CT

Happy Thanksgiving

from

Goodcopy Printing & Digital Graphics

Free to Our Customers • Timely Information and a Good Mix of Fun • November 2013



Holiday Shopping Survival Tips

Holiday shopping can be a stressful chore that many people dread. Whether you shop gradually before the holidays or wait until the last minute, here are a few tips to help you survive and thrive when shopping during the holiday season:

- Plan ahead. To get what you want, make sure you know when the sales begin and when they end. Some sales may only last a few days or even a few hours, so plan accordingly.
- Read product reviews before making decisions on large-ticket items. Check websites such as Amazon.com, About.com, or ConsumerReports.org.
- Map out a shopping route, and create a list of items you're looking for so you feel more prepared and focused. Shopping can feel very overwhelming if you're wandering aimlessly.
- Get to know store policies, such as restocking fees, requirements regarding receipts for returns and exchanges, and short return deadlines.
- Bring your ad (or smartphone/tablet). Not only can a photo help you

find what you're looking for faster, but it can help you avoid any price disputes. Many stores will ad-match and save you the hassle of running to multiple locations.

- Beware: Black Friday "deals" may not be as great as they appear. For example, some clothes, toys, electronics, and appliances will cost more on Black Friday than they did earlier in the year. Do your research in advance, and familiarize yourself with item pricing before assuming everything is a bargain.
 - Consider subscribing to email alerts and following the Facebook and Twitter feeds of your favorite brands and stores, so you're alerted to any sales updates and flash sales.
 - Always ask for gift receipts as a way to make exchanges or returns easier for the recipient without disclosing the price paid.
- There may be a coupon for that! Check out www.retailmenot.com to score the savings you want.

wise words

"A man who works hard stinks only to the ones that have nothing to do but smell."

— Laura Ingalls Wilder



Ditch the Envelope!

Stretch your marketing dollars and reach more prospects with a creative self-mailer. Contact us to learn how to make self-mailers work for you!



GOODCOPY
Printing & Digital Graphics

110 Hamilton Street
New Haven CT 06511

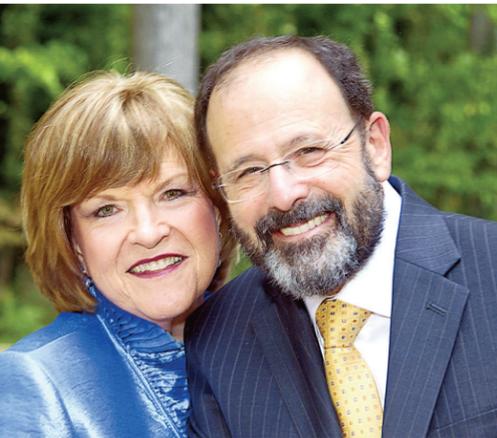
203.624.0194

203.624.3609

goodcopy@goodcopy.com

www.goodcopy.com

It doesn't get any better than **GOOD.**



Edie & Lou Goldberg

Save with Self-Mailers

If your business is looking for an inexpensive yet creative way to increase awareness and boost sales, self-mailers are a great choice. Not only will you save a substantial amount of money by eliminating the need for envelopes, but you'll also save on stuffing costs. Whether you need a traditional self-mailer or a creatively designed promotion, we'd be happy to provide ideas, as well as our expertise in postal regulations and rates.



Thanksgiving with the Hempsteds

The Hempsted Houses are comprised of two buildings: the 1678 Joshua Hempsted House and the 1759 Nathaniel Hempsted House. The Joshua Hempsted House is a frame building and is one of New England's oldest and best-documented dwellings. Joshua Hempsted lived here his whole life, filling many roles, including farmer, judge, gravestone carver, shipwright, and father of nine children left motherless by his wife's death in 1716. Joshua kept a diary for nearly 50 years prior to his own death in 1758. It is full of sometimes meaty, sometimes mundane, details of daily life in colonial Connecticut.

The frame house reflects an English medieval style of building with its steeply pitched side gable roof, massive central chimney and diamond pane windows. A major addition was added in 1728 for Joshua's son, Nathaniel and his family. It is more modern in style with different shingles and sash windows. The house is furnished

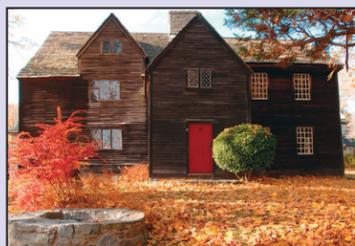
with a multitude of colonial artifacts. After Connecticut Landmarks acquired the house in 1942, a major restoration of the house was done using both structural evidence and Joshua's diary for guidance.

Adjacent to the Joshua Hempsted House is the stone Nathaniel Hempsted House. The house was constructed for Joshua the diarist's grandson, Nathaniel, whom

he had raised. Stone was rarely used to construct houses in Connecticut. On Saturday, Nov. 30 from 11 a.m. to 4 p.m., Connecticut Landmarks will present Thanksgiving with the Hempsteds at the Hempsted Houses in New London. Come and observe how Mrs. Hempstead could have prepared Thanksgiving Dinner on an open hearth, recalling New London's 18th-century traditions. Help the staff prepare a colonial harvest

meal and learn about foods & cooking techniques of the time. The houses will be open for tours.

For additional information, call 860-443-7949. Visit: www.ctlandmarks.org.



wellness

Winter Eye Care Tips

As the weather changes during cooler winter months and the air becomes dry and crisp, you may notice eye discomfort during the changing seasons. Here are a few tips to help protect your eyes, especially during the winter months:

- Wear protective sunglasses year-round, not just in summer months. Ultraviolet rays can be even more detrimental if you happen to live in an area with snow, since ultraviolet rays are easily reflected off the light surface area.
- If you wear glasses, consider purchasing prescription sunglasses as well.
- Wear polarized lenses or goggles when skiing to protect against glare, cold, and wind.
- A humidifier can prevent dry eyes when your heating system is running.
- Drink plenty of water in order to keep your body hydrated. Even mild dehydration can negatively affect the watery component of the eye.
- Avoid blasting heat toward your face when sitting in your vehicle, as doing so can cause your eyes to dry quickly and feel scratchy and uncomfortable.
- Increase your consumption of omega-3 fatty acids, or take a fish oil supplement to ease tear gland inflammation caused by dry air.

terrific trivia

The first five callers with the correct answer to this month's trivia question will receive \$10.00 off any new order of \$50 or more. Please present your confirmation letter with your order. Not valid with any other coupons or offers. So, put on your thinking caps and call 203.624.0194.

Q: What animal's den is known as aholt or a couch?

October 2013 Answer:

Q: What is Cheerios original name

A: *Cheerioats*



top 10 list



Top 10 Best Car Names

1. Mustang (Ford)
2. Silver Cloud (Rolls-Royce)
3. Testarossa (Ferrari)
4. Cobra (Shelby American)
5. Countach (Lamborghini)
6. Viper (Dodge)
7. Corvette (Chevrolet)
8. Veyron (Bugatti)
9. Carrera (Porsche)
10. Swinger (Dodge)

Ben's friends



- A goal is a dream with a deadline attached.
- Strive for excellence, not perfection.
- Winners make it happen. Losers let it happen.
- A good plan today is better than a great plan tomorrow.



Self-Mailers

Self-mailers are a versatile, user-friendly direct-mail option. Not only is there no extra cost for an envelope, but self-mailers are also easier to assemble (no need to match addressee on letter with envelope or reply card) and require less handling (no inserting costs) than traditional, envelope-based direct mail.

Self-mailers can be used in an endless variety of ways. Use them as invitations, for grand opening or open house announcements, and in new-product launch campaigns. For added value, consider including perforated tear-away coupons, business cards, maps/driving directions, or reply/RSVP cards.

If you haven't sent a self-mailer campaign recently, it's important to note that there have been considerable changes to postal regulations in 2013:

- The maximum size is now 6" x 10.5".
- The maximum weight for a standard class self-mailer is now three ounces. It used to be 3.3 ounces.

- Final folds on the top of the mailer are no longer allowed.
- Two or three nonperforated wafer seals are required. Perforated wafer seals are no longer allowed.
- A minimum of 70# text paper is needed for pieces up to one ounce, and 80# text is needed for pieces one to three ounces.

It may seem overwhelming, but if you have questions about postal regulations or need help creating the perfect self-mailer, give us a call today.

Visit us at www.goodcopy.com to see the many ways we can help you.

Gutenberg's Army®



easy being green.



Recycling Don'ts

Even though recycling is a very important green practice, here are a few items that typically should not be placed in the recycling bin:

- Aerosol cans
- Soiled cardboard, such as greasy pizza boxes
- Containers holding food or liquid
- Batteries
- Diapers
- Styrofoam and packing peanuts
- Ceramics and pottery
- Plastic caps and lids
- Brightly colored paper
- Syringes, tubing, and any other medical waste
- Tyvek shipping envelopes
- Wet or shredded paper
- Used napkins and paper towels

<http://earth911.com/recycling/>