GREAT VALUES ON GROCERIES

There are lots of new changes at your local Susanville Grocery Outlet. In addition to their new sign, they've recently expanded to include a fresh meat display section, plus their fine wines, organic groceries and produce sections have more to choose from. With the holidays just around the corner consider making your local Grocery Outlet market the first stop on your shopping trips where you'll find something new arriving daily and huge discounts on brand name items from vitamins and cold remedies to pet food, toys and holiday décor.

AT & T HAS NEW OWNER

The AT & T cellular store in Susanville is now under new ownership. John Coman has recently purchased the local cellular store in Susanville. The store is open from 10 a.m. to 6 p.m., Monday-Saturday, and closed on Sundays.

LONGABERGER BASKETS

Are you a Longaberger basket fan or collector? There is now a new representative in Susanville selling the handcrafted baskets. Shauna Abrego is now your local Longagerger contact. You can stop by The Look Salon in Susanville for some samples, or call Shauna at 310-0125 for more information.

CHRISTMAS IN THE MOUNTAINS

Come join the fun as Westwood celebrates Christmas in the Mountains Friday, Dec. 4 beginning at 6:30 p.m. Festivities include a traditional Christmas tree lighting ceremony, a light parade, arts and crafts booths, merchant booths, horse-drawn sleigh rides, live music, as well as plenty of food. The Westwood Chamber and Westwood Focus host the event. There is no charge for booth space or parade entries. For more information call 256-2800.

KNOW WHAT YOU'RE BUYING~ASK QUESTIONS

I received a call at the office the other day from someone who said they were calling on behalf of the "local Susanville phone book."

Of course, since we publish the local Lassen Plumas Connection, and have for 15 years, I was obviously interested in his information. I kept pressing him to clearly tell me which book he was selling yellow page ads for and finally got my question answered. He's selling the High Sierra directory, which is similar to ours only in page size. Come to find out, he had a copy of our telephone directory in hand and was offering to run the exact same ad from our book in his book for half their regular price. My only advice, be sure you know what you are buying, and if you buy into their book, question the rate you are paying.

30TH ANNUAL HOLIDAY BAZAAR

Mark your calendars! The 30th Annual Churchwomen Together Bazaar is scheduled for Nov. 20 and 21 at Monsignor Moran Hall in Susanville. It promises it be fun for the whole family. There will be crafts and food items for sale. For more information, contact Irene 253-2193.

EXPERT IN STRAIGHTENING HAIR

Jennifer Blackburn, owner of Hi-Lites Salon in Susanville welcomes stylist Ilda Vega to her salon. Ilda is a Yuko System expert specializing in hair straightening. She was an instructor at Yuko Beauty in Beverly Hills prior to moving to Susanville. Ilda also cuts and colors hair. She is available by appointment nights and weekends. You can call the salon for an appointment, or your free consultation.

PRESIDENT EXTENDS TAX CREDIT

The federal tax credit for homebuyers was signed into law by President Obama recently. Originally it was set to expire on Nov. 30, now it has been extended until April 30, 2010. It was also expanded to include existing homeowners who have lived in their primary residences for five consecutive years out of the last eight years.

First-time homebuyers may still be eligible for a tax credit of up to $8,000, while existing homeowners may receive a credit of up to $6,500. The bill also increases the qualifying income limits, and taxpayers can claim the credit on purchases completed in 2010 on their 2009 income tax returns. Ask your Realtor about all the details.

NEW OFFICE MANAGERS

Century 21 Cottage Realty is pleased to announce that Noelle Haller-Riggs and Mel Benny are now co-managing the business. Their credentials include over 37 years of real estate experience between them. They love their Cottage Team and hope you all stop by to wish them well and keep in mind they would be happy to show you some properties.

BECKMAN EARNS CERTIFICATION

Plumas Bank's Dorine Beckman, assistant vice president and regional commercial loan officer, has earned the title of Certified Commercial Lender through the California Bankers Association. She attended a six-month comprehensive program and then passed an extensive exam to earn the certification. Dorine has been with Plumas Bank for more than 22 years. California Bankers Association is one of the largest state banking trade associations and represents more than 200 members throughout the state.

EXICITING NEWS FROM COVENTRY GARDENS

A complete turkey dinner with all the trimmings will be served! A delicious Thanksgiving Day Buffet from 12 to 6 p.m., served on Nov. 26 Reservations are required for this event. Owners Rob and Linda Hart tell us there are some exciting new changes coming up. Their son Zach will be reopening Coventry Gardens for "lunch" Sunday through Thursday beginning Nov. 30. He will be adding a few new items to the menu, including specialty burgers, French dip sandwiches and more. They inform us you still will be able to enjoy their tasty salads, soups and quiche. Afternoon teas are for special events and private parties. See their ad in this week's paper or visit them online at coventrygargens.com.

NEW HOURS

Rhonda At Men's Room Barbershop is changing her hours. Her new hours at the shop are from 9 a.m. to 5 p.m., on Thursday and Friday; and from 9 a.m. to 3 p.m. on Saturday.

LOOK WHAT'S SMOKED

The Mallery's, owners of GL&L Smokehouse want their customers to know they are offering customized gift baskets for the holidays. Your gift basket will be filled with delicious meat products smoked here in Lassen County.

Spoil your holiday guests this year with a smoked ham cured with maple sugar for your holiday dinner, it is sure to be a crowd pleaser. Stop by and try their jerky. Its Lassen County best! Gift certificates are available. GL&L Smoke House is located on Richmond Road. See their ad in this week's paper.