### **2011 ad logo**

### **FOR IMMEDIATE RELEASE:**

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***THIRWOOD PLACE IN SOUTH YARMOUTH TO HOST PRESENTATION ON THE HISTORY OF NEW ENGLAND’S GENERAL STORES ON JANUARY 4, 2020 AT 2 P.M.***

***A person sitting on a rock

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**(SOUTH YARMOUTH) –** The general store is literally as old as America itself.

It harkens back to a simpler time and a more innocent and rural nation where kids buy penny candy and adults purchase everything from swaths of fabric, to fresh vegetables, to four-penny nails.

Join Emmy Award winning WCVB-TV/Chronicle journalist Ted Reinstein at Thirwood Place in South Yarmouth on **January 4, 2020 at 2 p.m.** as he discusses his new book on the history of general stores in America.

**“New England’s General Stores: Exploring an American Classic,”** will feature a discussion and anecdotes on past and new-era general stores. It was a place to pick up mail, the newspaper, and perhaps linger a bit on a cold, winter’s morning to chat over a cup of coffee and a warm wood stove.

Broadcast journalist Ted Reinstein shares the rich and colorful history of this iconic institution, how they figured in the rise of early American commerce, why they began to fade, and why—like another New England icon, the diner—they have begun to come back and even be re-invented.

In tough times, general stores often-treated customers like family, extending credit when no one else would. In short, the general store was real-life Norman Rockwell—woven into America’s cultural identity.

The general store was the vital and inviting heart of a community, where everyone not only knew your name, but how you took that coffee, how many kids you had, and how’s your dad doing, anyway?

But over the last 50 years, many New England general stores, competing with big box stores,

began to disappear. Then a funny thing happened: people really missed them. And in many towns, they decided to retain or re-create the tradition.

Reinstein has been a reporter for “Chronicle,” WCVB-TV/Boston’s award-winning—and America’s longest-running, locally-produced—nightly news magazine since 1997. He is also a regular contributor for the station’s political roundtable show and writes a weekly opinion column.

***Please RSVP for Reinstein’s talk at Thirwood Place by December 31, 2019 to 508-760-6545.***

*Thirwood Place is an active adult living community offering independent, assisted and carefree living options. It is owned and managed by The Davenport Companies. Established in 1956, The Davenport Companies remain family owned and operated. For more information on Thirwood Place, please visit* [*www.thirwoodplace.com*](http://www.thirwoodplace.com) *or contact Larry Lyford at 508-398-8006.*