BUSINESS + LIFE ENILWORTH LIFE

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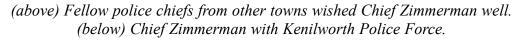
ORTH, NJ 0703;

POLICE CHIEF JOHN ZIMMERMAN SALUTED FOR HIS SERVICE

A "Walk Out" ceremony saluting Police Chief John Zimmerman was held on Friday, February 26th in front of Borough Hall on Kenilworth Boulevard. Chief Zimmerman retired from the Kenilworth Police Department effective March 1, 2021.

Chief Zimmerman was born and raised in Kenilworth and still resides here with his wife Nancy and daughter Jenna. Zimmerman served 33 years in law enforcement with 7 and half of those years as the Chief of Police for the Borough of Kenilworth. He hopes to find ways to serve the community, other than law enforcement, in his retirement.







(above) Nancy and John Zimmerman



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KENILWORTH

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Kenilworth Life is online at rennamedia.com like us on facebook.com

BLOOD DONATION REMAINS ESSENTIAL

American Red Cross

A year ago, many things in the world paused due to the COVID-19 pandemic. But the need for blood never stopped. Today blood donations are just as essential, and the American Red Cross urges individuals who are healthy to make an appointment to donate blood.

For patients in the emergency room, fighting cancer or coping with a life-threatening illness, help can't wait. Their health is reliant on the selfless generosity of blood donors. However, the blood supply continues to face challenges from the ongoing pandemic and extreme winter weather that impacted much of the U.S. last month.

More donors, especially those with type O blood, are needed now to ensure that patients have lifesaving blood products available for emergencies and everyday medical treatments.

Schedule a blood donation appointment by downloading the Red Cross Blood Donor App, visiting RedCrossBlood.org, calling 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.

REGISTER FOR THE COVID-19 VACCINE FOR SENIORS 75 AND OLDER

The NJ State Department of Health has established a dedicated call center line for seniors 75 years and older to assist in registering, scheduling and re-scheduling the COVID-19 vaccine.

THE CALL NUMBER IS 856-249-7007

LOVE SHOULDN'T HURT

Safe+Sound Somerset

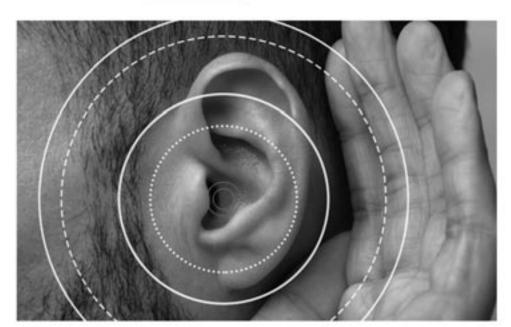
You may have heard about the increase in domestic violence since the start of the pandemic as families are forced to shelter in place. Since then, Safe+Sound Somerset has seen a 40% increase in calls and texts to our 24/7 domestic violence hotline – even as it has become harder for those experiencing domestic abuse to reach out for help. Domestic abuse is a pattern of

controlling, threatening, degrading and violent behaviors by a partner. Abuse takes many forms, including emotional, psychological, physical, sexual and financial.

If someone you know is experiencing domestic abuse or dating violence, we can help.

24/7 Confidential Hotline - Call or text 866-685-1122. For more information visit www.safe-sound.org.

HEARING LOSS CAN SNEAK UP ON YOU

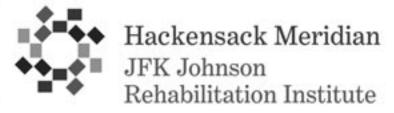


Do you constantly turn up the volume on your tv, have a hard time hearing in crowded places, or ask "what did you say" a little too much?

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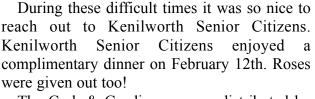
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SENIOR GRAB & GO DINNERS

Submitted by Kathleen J. Wierzbinski, Kenilworth Senior Director





The Grab & Go dinners were distributed by

During these difficult times it was so nice to Louis DeMondo, Mayor Linda Karlovitch, Councilman Gerry Laudati and Pat Boyle behind the Senior Center. They were all very happy to receive a warm delicious meal and see some familiar faces. For more information about senior services contact Kathleen, 908-276-1716.





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DONATION DRIVE FOR SERVICE MEMBERS IN AFGHANISTAN

Submitted by Lenore Jeans

The Joseph Nugent Association combination with the Kenilworth Veterans Center recently collected toiletries to send to the women and men serving in Afghanistan. We would like to thank all who participated in donating items for this worthy cause.

Former Mayor Carl Hokanson presented an award to The Joseph Nugent Association on

behalf of the Central Jersey Leathernecks Det. contribution to all our men and women who are in #868 as a thank you for their outstanding serving in Afghanistan.





(above, l-r) Members of the Donation Drive: Carl Hokanson, Former Mayor of Roselle Park; Kathy Noonan, Member of The Nugent Association; Allison and Tom Zuczek, Chairpersons of Donation Drive and Members of The Nugent Association; Brothers Marc and Kevin Dowling, Owners of Dowlings Irish Pub and Restaurant in Roselle Park and Members of The Nugent Association; VFW Post #2230 Commander Robert E. Jeans, Sr.

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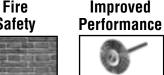
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REMEMBERING FAMED AVIATOR JIMMY DOOLITTLE'S CRASH LANDING

March 14, 2021 in history marks 92 years since famed aviator and World War II hero James (Jimmy) Doolittle, who in 1942 won particular acclaim for his raid on Tokyo, crashed his experimental plane on Kenilworth's Faitoute Avenue while attempting an emergency landing in dense fog. In personal accounts, Doolittle credited the incident with reinforcing his commitment to finding a solution to all-weather flying and with forcefully demonstrating the need for blind-landing instrumentation.

Doolittle's experimentation with instrument flying culminated several months after his Kenilworth, N.J. crash landing when, at Mitchel Field, N.Y., he became the first pilot ever to fly completely "blind" (that is, by instruments alone) from takeoff to landing - a feat considered to be among the aviator's most notable aeronautical achievements and one that was pivotal in bringing on a new era in flight safety.

Doolittle also said that the Kenilworth accident pointed out to him the importance of constant radio communications between an aircraft and the ground, the need for frequent and accurate weather reports by radio during flight and the desirability of marking emergency fields for night landings (eventually achieved by using green lights on the opposite side of flashing beacons to indicate a landing field).

The Kenilworth Historical Society is commemorating Doolittle's March 14, 1929,



(above) Fran Day, second vice president and educational programs chair for the Kenilworth Historical Society, presents a virtual "living history" program reenacting Jimmy Doolittle's 1929 crash landing in Kenilworth, N.J. "Keeping History Strong" virtual programming series, can be found on the organization's website at .kenilworthhistoricalsociety.org and on its Facebook page.



(above) Spectators gather at the site of Jimmy Doolittle's damaged experimental plane, which crashed on Kenilworth's Faitoute Ave. 1929. Photo published with permission from Kenilworth Historical Society Inc.

"living history" program posted on the organization's website (kenilworthhistoricalsociety.org) and Facebook page as part of its ongoing "Keeping History Strong" virtual programming series.

Michael T. Naya, Jr., historian and Kenilworth Historical Society member, offers the following reflection and commentary regarding the significance and historical implications of the Doolittle crash.

REMEMBERING THE DOOLITTLE CRASH

Ninety-two years ago, a young 33-year-old James "Jimmy" Doolittle was flying to Mitchel Field, New York. With the weather being foggy and misty, bad weather and low fuel forced Doolittle to find an alternative landing spot. Having knowledge of the area, Doolittle searched the ground below for Newark Airport where he could land safely. As he passed over Kenilworth, he saw the beacon for aviators flying into Kenilworth located near Faitoute Avenue. The beacon served as a guide for pilots landing at the Kenilworth air strip which, at that time, was located on the Kenilworth Boulevard near North 24th Street.

As Doolittle made his descent, his plane crashed on Faitoute Avenue. As word spread, Kenilworth volunteer firefighters and Kenilworth Police Department officers reported to the scene. Several eyewitnesses to the crash were the late Alfred Heeny, Eugene Coppola and John Arthur. In a 2010 interview with Kenilworth Historian Walter E. Boright, Jr., the late Eugene Coppola stated,

"My family lived at 21 North 20th Str. A bunch of us kids were playing. It was twilight when we

Kenilworth crash landing with a videotaped heard a plane flying overhead. As we always did, we looked up to count the wings – one or two. It had two. When we saw the plane going down, we ran down 20th

> Str. and came out on Orange Ave. near Newark Ave. Faitoute Ave. came all the way up to Orange Ave. in those days, right near Newark Ave. So down we hurried along Faitoute Ave. When we got to the crash site, there already were other kids all over the place getting pieces of the plane. Some even managed to get parts of the propeller. It was somewhat of a wild scene. I went home for supper and returned later. Now even more people were there – everybody, grown-ups and all. There was a great deal of excitement. Many people were taking airplane parts as keepsakes. I had a small piece for a while but gave it away years ago."

> Throughout the years, several claims have been made about who exactly drove Doolittle away from the crash site. It is believed that John Arthur drove Doolittle to Elizabeth, unsuspecting that this young aviator would go on to make history. On April 18, 1942 Doolittle, along with seventy-nine raiders, would make history as the first men to pilot B-25 bombers off the deck of the aircraft carrier the USS Hornet. These eighty raiders were the first to strike back against the Japanese following the attack on Pearl Harbor. This attack became known as the Doolittle Raid, which ultimately boosted morale during World War II. Jimmy Doolittle passed away on September 27, 1993 at the age of 96. Today his exploits are remembered vividly, and who would have guessed such a small town would have a connection to one of history's most famous aviators

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(above) Chief Alfred Vardalis (L) led raids; Anthony Grippo (R) issued search warrants. Photo: Kenilworth Historical Society



Washington Ave. between 19th and 20th streets today where 1925 raid took place.
Photo: Historic Signs, Inc.



Washington Ave. between 20th and 21st streets today where 1926 raid took place.
Photo: Historic Signs, Inc.

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PROHIBITION DAYS - PART 1 OF 3

What, Where, and When in Old Kenilworth

The 18th Amendment to the US Constitution, aka the Prohibition Amendment, took effect in 1920. It banned manufacturing, selling, transporting, importing and exporting, delivering, or possessing "intoxicating" liquors. The Volstead Act was passed to enforce it. In Kenilworth and across the country, Prohibition often was ignored and the law flaunted. Federal agents and Kenilworth police conducted raids, made arrests, and confiscated or destroyed what they seized.

On Saturday night, April 4, 1925, armed with a search warrant from justice of the peace Anthony Grippo, a raid was conducted on Washington Ave. near today's Opacity Funeral Home. Chief Alfred Vardalis, Officer George Ridge, and five local marshals found tables inside occupied by about a dozen patrons. The bartender-owner tried to dump liquor down the sink drain to avoid it being discovered, but his actions were halted by Officer Ridge.

Contraband included rye whiskey, wine, and gin which were turned over to the Union County prosecutor. The bartender was held on \$500 bail by Grippo pending action by the grand jury. Among the marshals were George Conklin – a future police officer and later a chief – and brothers Allen and James Arthur, Jr., local marshals.

On Saturday night, April 29, 1926 a double raid took place. Again, Washington Ave. was the

scene. Both proprietors ultimately were arraigned before Grippo and held on \$500 bail. The matter proceeded to the grand jury. Here's how it started.

The first traces to April 12 when an undercover person went to a store near the firehouse and bought a pint of whiskey for two-dollars. Grippo issued a search warrant for the 29th. That evening a force consisting of Officer Conklin, local marshal Dante Cera, and two Union police officers raided the place. They found 30- and 50-gallon barrels of wine, and a bottle of whiskey.

The second started April 27, when a representative entered another neighborhood

establishment and procured two drinks for 50 cents and a half-pint of whiskey for \$1.50. Grippo issued a warrant also for the 29th. Chief Vardalis, Deputy Sheriff Robert Neville, and special officer Andrew Ruscansky, of town, conducted the raid. They confiscated a quart of moonshine.

Read about "The New Year's Eve raid" in Part 2 of this series. The article will appear in the May issue of Kenilworth Business Life.

Research provided by Walter E. Boright, Ed. D., historian, and Historic Signs, Inc. Unless otherwise noted, the source of data is the Cranford Citizen and Chronicle newspaper archives, 1920s-1930s. Persons with inquiries about this or other aspects of Kenilworth history may contact Dr. Boright at drbori@aol.com or 908-256-5200.

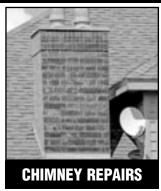


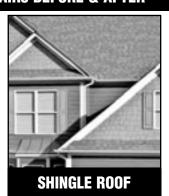
Confiscated liquor dumped down sewer in an American city.

Photo: Internet public domain

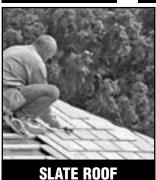












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EARTH DAY RAHWAY RIVER CLEAN-UP — SAT., APRIL 24, 2021

All volunteers are invited to celebrate Earth Day 2021 with Boy Scout Troop 330 and members of the Rahway River Watershed Association in a clean-up of the Rahway River on Saturday, April 24th (with a rain date of Sunday, April 25th). The clean-up will focus on



(above) 2020 Rahway River Clean Up.

areas upstream and downstream of the Bloodgoods Pond Dam at Winfield Park, New Jersey. Please plan to stop by the parking area adjacent to the waterfall of the Rahway River by the dam at Winfield Park, NJ at 8:45 a.m. to register, pick up bags, gloves, bottled water and snacks, and receive safety information. Folks should feel free to travel to any part of the river where they would like to perform cleanup activities but we specifically will ask folks to work in small groups for safety purposes with folks socially distanced and wearing masks. The team working registration will provide suggestions on areas with large volumes of floatable debris.

Cleaning up a river and park area is a great way to celebrate Earth Day and if you haven't participated in an event like this before, you will find it invigorating, and you will feel good about what you have accomplished...it is also fun and educational...especially for scouts and young adults as they always find something interesting.

The clean-up will generally be between 9 a.m.

- 12 noon, but any amount of time or effort that folks can volunteer is appreciated. There is always a large volume of floatable debris to pick up. Over the 20+ years this cleanup has occurred thousands of folks have participated, including girl scouts, cub scouts, boy scouts, fishermen, local activists and citizens, and we pulled some amazing things from the river.

All participants should wear jeans, longsleeved shirts, gloves and boots, and please wear a mask. Waders are welcome for folks who like to get a little wet. Each participant should bring a standard 5-gallon carry bucket with a handle (put your name on the bottom)...this makes for easy carrying of "stuff" for transfer to the large garbage bags. When we complete the event we do a basic inventory of the "big stuff" that we removed....and within approximately 24 hours Union County Parks removes and disposes of all the trash. There is no RSVP required but if you need more information or think you will attend please let us know by e-mail rivercleanup@comcast.net.

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FREE EIGHT-WEEK BEREAVEMENT SEMINAR STARTS APRIL 11

The First Presbyterian Church of Cranford (FPCC) is preparing for its free eight-week seminar, "Journey to Wholeness - Healing the Grieving Heart", taking place every Sunday from April 11 to May 30 from 6:30 - 8:30 p.m. Everyone across the United States who has experienced loss of any kind, in the past or present, are welcome to attend, as well as those who have previously attended this seminar. This unique seminar will take place via Zoom. Registration is required to attend this event. Call Patti Williams, seminar founder and trained

908-709-1341.

Eight sessions, each designed to lead a person through the process of grief, will help those who have suffered any type of loss better understand the process and learn ways to cope, while also practicing self-care. Patti Williams, R.N. and Certified Pastoral Bereavement Counselor, and Virginia Waters, PhD. Psychologist, have helped almost 3,000 people experience healing, find new purpose for their lives and feel joy once again.

Per Williams, "We are all navigating through

pastoral bereavement counselor, to register at especially challenging times due to the ravages of the pandemic, exhaustion from political conflict, depletion of our resources, the loneliness of increased isolation, and the unprecedented chaotic environment in which we currently exist. When you are also grieving a loss in the midst of all these stressors, life can become very dark and every day may seem overwhelming."

> The sessions include learning about the stages of grief and understanding the tasks of the grieving process, coping strategies and tools for the journey, taking good care of ourselves, dealing with changes, decisions, loneliness, holidays, anniversaries, building a support system and more.

> Both of the leaders and all of the facilitators have experienced loss within their lives and share from "the inside out." Bring family members and friends. All faiths are welcome.

> In the words of a recent participant, name removed for privacy purposes, "I have learned more along this heartbreaking journey than I ever thought possible. I have learned that you will never ever forget your love and that you are changed forever, but you need to give yourself permission to heal... I believe that your loved one only wants the best for you and you will be reunited one day."

> The seminar is dedicated to Patti's late husband, the Rev. Dr. Bruce D. Williams who had a vision for this program and a desire to help others deal with their pain and suffering during their time of loss.

> For more information about the program, visit firstprescranford.org



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Renna Media offers a full range of marketing services, in print and online, hyperlocal to regional, for every budget and market size.

NEWSPAPER ADVERTS

We mail 135,000 newspapers to every home and business in 21 towns. You can advertise in any number of towns. Ads start at \$60.

FULL COLOR PRINTING

We print flyers and menus, full color, two sided, on coated stock for only \$35 per thousand.

DIRECT MAIL

Insert your flyer into the newspapers and get it mailed to every home and business for \$60 per thousand and as low as \$30 per thousand for higher quantities.

ONLINE MARKETING

Online ads and press releases designed and placed to drive traffic to your website and get your phone ringing.

SOCIAL MEDIA

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

WEBSITE AND SEO SERVICES

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

It is highly recommended to have a marketing plan and budget before spending.

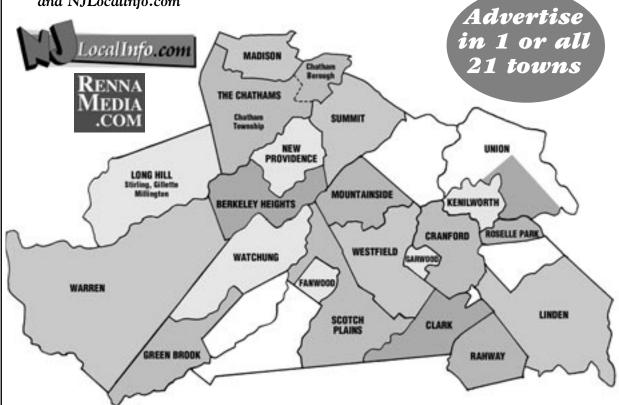
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Call today for FREE consult on marketing and business plans.

Online at RennaMedia.com and NJLocalinfo.com





Qty: 4,800

KENILWORTH

Qty: 3,600

ene and busine Zip: 07033

iled to every



Qty: 7,400

enc and busine Zip: 07928

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LINDEN

Qty: 17,400

ene and busine Zip: 07036

Mailed to every

Zip: 07076





Clark

Monthly







Qty: 9,600 Zip: 07901



CRANFORD

MONTHLY

Qty: 6,300



Fanwood

Qty: 3,000

Zip: 07025

NOUNTAINSIDE

Dost"



Qty: 2,200 Mailed to every one and busines Zip: 07027



Green

Brook.

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NEWS' Qty: 4,900



Mailed to every Zip: 07065



Zip: 07204

Scotch Plains III WHATS HAPPENING Qty: 5,600 Qty: 9,600



Qty: 5,500 Zip: 07083

\$150

\$250

\$250

\$400



Qty: 6,200

\$350

\$500



Qty: 2,800 Mailed to every one and busines Zips 07069

\$450

\$700



Qty: 11,800 Mailed to every me and business Zips 07090

\$500

\$800

\$550

\$900

NEWS	PAPER AD RATES	
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им врире	rs are black on white.	
nits		

Newspapers are black on white.				ANY I
Init	<u>s</u>	50000011	Size	NEWSPAPER
1	Unit (Business card)	3.25° x	2"	\$60
2	Units 6.5' x 2'	эг 3.25° х	4"	\$100
4	Units 5.25° x 8° c	и 6.5° х	47	\$180
6	Units 6.5° x 6.25° (и 10° х	4"	5240
9	HALF PAGE 65'x9"	or 10° x	77	\$320
12	Units	10° x	8"	8360
18	FULL PAGE	10° x	14"	\$400
P/	AGE SPREAD	21" x	14"	\$700
BAC	CK PAGE	10° x	14"	\$500
FRO	ONT PAGE BANNER	8.25° x	2"	\$320
FRC	ONT PAGE BOX	1.5° x	4.5°	\$240

PREPAY 6 MONTHS AND GET 1 MORE FREE							
-#	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
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\$400

\$600

PREPAY 12 MONTHS AND GET 3 MORE FREE

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016 Back cover, front page banner and front box reserved on first conse, first served basis. Current advertiser has right of first relinal.

NAMI UNION COUNTY APRIL PROGRAMS

Submitted by Julie Donohue

Tuesday, April 27 at 7:30 p.m.

Dr. James McCreath, Ph.D., Vice President, Behavioral Health & Psychiatry at Trinitas Regional Medical Center

The National Alliance on Mental Illness (NAMI) affiliate of Union County invites the public to hear about the \$3.7 million federal grant from the Department of Health and Human Services given to Trinitas Regional Medical Center to expand and increase operations of mental health care. This grant will enable Trinitas to be better equipped to identify those who have had an acute psychiatric crisis and are in need of community services for psychiatric, medical and substance use services.

Join us to hear Dr. McCreath explain how this program can alleviate decades old challenges by assisting individuals to receive the fully integrated care that they need on an ongoing basis

to help stabilize them in the community and reduce hospitalizations.

You must register in advance for this program. Email namiunioncounty@yahoo.com or visit online at naminj.org/affiliates/union or on Facebook at facebook.com/NAMI.UnionCounty.

Tuesday, April 20 at 7 p.m.

Family Support Zoom Group

This group is for family members and caregivers of persons with mental illness. Are you feeling stressed and alone in trying to cope with the effects of a loved one's mental illness? Join this peer led group meetingsand gain insight from others facing the same challenges. This group meets on the 3rd Tuesday of every month 7:00 p.m. - 8:30 p.m. Next meeting is April 20, 2021.

To register: email Denise at namiunioncounty@yahoo.com with your name, town, and phone number

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ONLINE ADS & PRESS RELEASES DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

- GET UNLIMITED CLICKS
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- FREE AD DESIGN AND COPYWRITING
- Advertising webpage includes many features including write-up, images, video, Google map, etc.
- POSTS ARE SHARED THROUGH SOCIAL MEDIA Posts shared on multiple Facebook pages and twitter.
- PAID SEARCH ENGINE PROMOTIONS Posts are promoted by industry, key words and location.
- TRACKABLE RESULTS
- All ads include a live view counter.

Joe Renna at 908-447-1295

ocalInfo.com

PER POST Block of 20 email: JoeRenna@RennaMedia.com for \$200

WEBSITE AUDIT/ANALYSIS AND RECOMMENDATION PLAN

- SEE WHAT IS WORKING AND NOT WORKING Know where your web traffic is coming from and why.
- ELIMINATE / AVOID COSTLY SCHEMES
- Evaluate the return you are getting from your online marketing costs.
- INCREASE ONLINE MARKETING RESULTS
- Recommendations include ways to increase traffic to your website
- NO OBLIGATION

This service is recommended even if you have an existing web management contract. Use it to tune up your marketing plan. ONE TIME FLAT FEE

\$20

Call for a consultation if you do not have a website or if need a new one.

Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

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- Basic static site that can be developed further
- WEBSITE CREATION/UPDATE: \$2.400
- Cost for average website: 12 pages, contact form, SEO friendly, responsive design
- WEBSITE HOSTING: \$300 PER YEAR
- Includes website hosting, software updates, monthly website content updates
- SEO SERVICES: AVERAGE COST \$1,000 \$2,000 PER MONTH Custom tailored solutions: Google Ranking, Local SEO, Social Marketing

Call for free a consultation if you need help developing an online marketing plan.

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STARTER

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\$500

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MENUS - PRINTING - \$50 PER THOUSAND Rate is for quantities of 25,000 or more

For quantities less than 25,000 cost is \$68 per thousand. 11"x17" / Full color /2 sided / 60lb gloss coated stock / Includes folding (quarter fold or tri-fold, with or without coupons tab)

FLYERS - \$35 PER THOUSAND 8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock / Tri-fold add \$10 per thousand

INSERTED AND MAILED TO EVERY HOME AND BUSINESS \$60 per thousand. (as low as \$30 per thousand depending on quanttiy.)

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DRAINAGE

- Catch Basins
- Pipe

	SOIL	Prices per yard
Black Topsoil.		\$36
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MULCH

Black Dyed	\$30
Brown Dyed	
Red Dyed	
Hardwood	

QUARRY BASE MATERIALS

Concrete Sand	\$50
³ / ₄ Clean Stone	\$44
Stone Dust	\$34
QP	\$36

DECORATIVE STONE	
3/8 Red Stone	\$74
³ / ₄ Red Stone	\$70
³ / ₄ Goose Egg	\$94
1 ¹ / ₂ -3 Goose Egg	
3/4 Arctic White	
3/8 Riverbed / Pea Gravel	\$60
1 Riverbed	
1 ¹ / ₂ -3 Riverbed	

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