

# New Providence NEWS

Published by Renna Media

Issue 1 • October 2015

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**NEW PROVIDENCE, NJ 07974**

## RENNA MEDIA LAUNCHES WESTFIELD MONTHLY

Beginning in October 2015 New Providence NEWS will join Renna Media's family of newspapers, bringing the number of publications to eighteen. New Providence NEWS will be direct mailed to every postal patron in New Providence with a total circulation of 4,700, and will deliver important information from the departments in town hall, along with news from the schools and library. Community service organizations are encouraged to promote their events and businesses and residents can celebrate their accomplishments free of charge. The newspaper's goal is to be a positive influence on the economic development and overall well-being of New Providence.

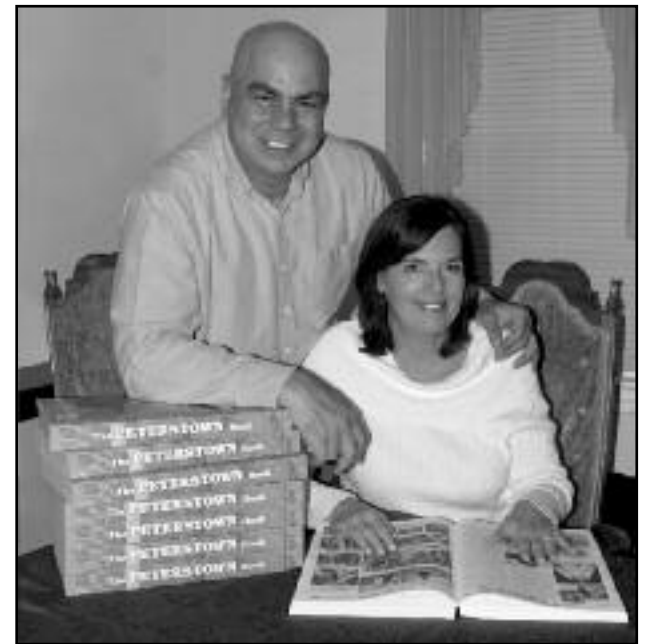
Renna Media is a Cranford based business owned and operated by husband and wife team Joe and Tina Renna. Renna Media's family of 18 community newspapers are published in and around Union and Somerset counties with a total circulation of 100,000 newspapers mailed monthly. The publications are "hyper-local" in nature in that they contain information focused on each individual town and are direct mailed within those towns.

The hyper-local design gives businesses the highest value for their advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60 for a business card size ad. Regional businesses can take advantage of one low rate for being in multiple publications. Inserts are also available.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American

neighborhood in Elizabeth, NJ.

For info about Renna Media publications, please contact [info@rennamedia.com](mailto:info@rennamedia.com); or call 908-418-5586.



(above, l-r) Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998.

## ANGELS & INSPIRATION AN AFTERNOON TEA

Angels & Inspiration, an Afternoon Tea to Benefit YoungLives of Central Jersey. Come enjoy a delightful Afternoon Tea on Saturday, October 17, 2015 from 11 a.m. to 2 p.m. at the Presbyterian Church in New Providence, 1307 Springfield Ave. All proceeds will benefit Young Lives - a mentoring program for teen moms in Plainfield and surrounding communities. Join us for a light lunch and be inspired by our guest speakers including authors, an illustrator, a blogger and a vocalist.

Lu Ann Schnable Kaldor, author of the children's book *The Angels on My Tree*, will be one of our special guests. Timothy Michael Cardinal Dolan, Archbishop of New York, said about her book, "Even during times of pain and loss, we can discover anew the gift we truly receive when we give to others."

Maryann Bouco, author of *The Last Stand*, a story of hope and redemption, will also be speaking.

Tickets cost \$40 each and can be purchased through EventBrite.

Go to <http://bit.ly/AngelsAndInspiration>

or call Lucy Droege at 908-591-2684



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mailed free to every home and business in New Providence.**

*Reserve space in the next issue. Call Tina today  
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New Providence NEWS is published by Renna Media. 4,700 newspapers are printed monthly and mailed to every business and resident in New Providence.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

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## RENNA MEDIA IS PLEASED TO ANNOUNCE THAT LORI THEISS HAS JOINED ITS STAFF

Lori Theiss is the liaison to the New Providence community and will be responsible for collecting news of community service events. Community service organizations are encouraged to contact Lori to promote upcoming events and report on past happenings.

**CALL LORI  
AT 908-858-4012  
EMAIL:  
LORI@RENNAMEDIA.COM  
WEBSITE:  
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**Reserve space in the next issue.  
Call Tina today at 908-418-5586  
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## THE COMEDY BORN YESTERDAY TO OPEN CDC THEATRE'S 97TH SEASON

Rehearsals are underway at CDC Theatre, 78 Winans Ave. in Cranford, for the opening show of the theatre's 97th season, Born Yesterday by Garson Kanin. A Broadway triumph turned Academy Award nominated film, Born Yesterday is a deliciously witty screwball comedy about a corrupt businessman, Harry Brock, trying to get ahead in Washington. He hires a newspaperman, Paul Verall to tutor his brassy girlfriend, Billie Dawn, but gets more than he bargained for when he discovers a little bit of learning can be a dangerous thing.

Directed by Eric Walby, the cast is led by Joe Leo as Paul Verall, Julie Ann Nolan as Billie Dawn and Matt Lafargue as Harry Brock. Joel Redmount, seen on stage at CDC in last seasons Aladdin is Ed Devrey. The cast also features Barry Leonard and Maureen Muldoon as Senator and Mrs. Hedges, Susan Roberts as Helen, James Beckman as the Bellhop and Brittany Patterson as the Assistant Manager.

The director recently asked "Can a classic still be considered timely? This piece is about ruthless business' purchasing politicians to further their own interests at the cost of the general public. It's about the abused and powerless finding their voice through information and bravery. It's about genius' selling their souls through weakness and fear; because the themes of government corruption and the marginalization of women are just as relevant to a story line today as they were 70 years ago."

**Born Yesterday opens October 16  
and runs through October 24.**

**For tickets and more information visit  
[www.cdctheatre.org](http://www.cdctheatre.org).**

*Funding has been made possible in part by the NJ State Council on the Arts, Dept. of State, a Partner Agency of the National Endowment for the Arts, through a grant administered by the Union County Office of Cultural & Heritage Affairs.*



(above l-r) Matt Lafargue, Joel Redmount, Joe Leo and Julie Ann Nolan appearing in CDC Theatre's Born Yesterday.

**In Our 97<sup>th</sup> Season**

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By Garson Kanin

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2 & Under.....FREE!	2 & Under.....FREE!

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Cooperative Housing Corporation (CHC) has housing units available immediately for low-to-moderate income senior citizens in Somerset County. CHC housing includes private spacious rooms in single-level ranch homes for singles and couples, with fees for rent and services based on each individual's income and assets.

"The rapidly rising cost of supportive housing and long-term care for seniors puts a tremendous burden on both senior citizens and their families," said Angelo DiOrio, Executive Director, Cooperative Housing Corporation. "CHC is pleased to offer a services-based solution with available units that provide beautiful and affordable places to live, based on

an individual's ability to pay."

While the term "long term care" (LTC) is most often associated with medical or health based care, such as Assisted Living or Nursing Homes, the reality is that for many seniors the "long" part begins well before the need for that kind of "care". Frequently, what is required is simply a housing arrangement that includes some supportive services, and not daily medical assistance. As the cost of nursing and assisted living settings continues to skyrocket, alternatives to defer their need for such care are critical to the average senior. CHC offers a senior housing option that extends a senior's ability to afford a longer period of self-budgeted LTC.

CHC offers two different types of housing for seniors age 62 and older, with income less than \$58,600: Independent living for seniors who are capable of managing their own needs, and Supportive housing for seniors who need some assistance with the activities of daily living. Fees for rent never exceed 40% of one's income while services are paid for on a sliding scale based on each individual's income and assets. One monthly combined fee includes all CHC expenses!

In CHC homes, residents have their own private suite with bedroom and full bathroom, and share the spacious common areas including living room, dining room, porch, den, spa and hobby room. This shared living model offers the best of both worlds: privacy in one's own space, yet companionship when desired.

"I enjoy living here because I have my own room and the company of my housemates at the same time," said Don Sayre, 83, Bridgewater. "I



(above) A single-level ranch home from CHC in Warren Township.

love having my own bathroom!"

Food preparation, housekeeping, even nursing oversight, are provided at a fraction of the cost of other housing alternatives, while Cooperative Housing actively promotes independent living, in a mutually supportive environment. Residents enjoy the comforts of sharing a ranch-style house rather than a large facility. To learn more, visit [www.CHChousing.org](http://www.CHChousing.org) or call 908-526-8130.

### ABOUT COOPERATIVE HOUSING CORPORATION

Cooperative Housing Corporation (CHC) provides affordable, quality housing and services to low/moderate income senior citizens. Through a unique model of shared living, Cooperative Housing offers a cost-effective housing alternative with single-level ranch homes that are handicap accessible and senior-friendly.

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## WHITE CASTLE TO HOST SCOUT CHESS EVENT

The Watchung Mountain District of the Boy Scouts of America is hosting their Second Annual Chess Tournament open to all registered Boy Scouts, Venturers and Explorers, who know how to play chess. Non-scouts who are interested in scouting are also invited.

The tournament will be held on Saturday November 7, 2015 at the Scotch Plains Baptist Church, 333 Park Avenue, Scotch Plains, NJ. The event will run from 9am to 1pm. The tournament is being generously sponsored by White Castle.

Scouts interested in playing can use Patriots' Path Council Watchung Mountain District Double Knot link to register on-line at [ppbsa.doubleknot.com/event/white-castle-watchung-mountain-chess-tournament/1792566](http://ppbsa.doubleknot.com/event/white-castle-watchung-mountain-chess-tournament/1792566) or Email Charlean Mahon at [Charlean.Mahon@scouting.org](mailto:Charlean.Mahon@scouting.org).

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SENIOR HOUSING

To learn more call 908-526-8130 or visit [www.CHChousing.org](http://www.CHChousing.org)

**2nd  
Annual**

## 2015 White Castle





# Watchung Mountain District Boy Scout Chess Tournament

**Saturday, November 7, 2015**

9:00 am to 1:00 pm  
Sign-in/setup starts at 8:00 am

## Scotch Plains Baptist Church

333 Park Avenue, Scotch Plains, NJ 07076 • 908-322-5487  
(off Rt. 22, across from Snuffy's)

Open to all registered Boy Scouts/Venturers/Explorers.  
*Non-scouts welcomed!*

Limited to 40 players who must know how to play chess. Registration is \$6  
Use Watchung Mountain District Double Knot link to register on-line at  
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# CRANE'S FORD DAR LOOKING FOR PROSPECTIVE MEMBERS

New Providence NEWS • Page 9 • October 2015

The Crane's Ford Chapter of the Daughters of the American Revolution, in Cranford, is conducting a membership drive as part of a nationwide celebration to commemorate the 125th anniversary of the founding of the National Society of the Daughters of the American Revolution. All women who can document descent from a Revolutionary War Patriot are encouraged to consider the many benefits of joining a vibrant service organization which has promoted historic preservation, education and patriotism since its formation in 1890.

"Our chapter, which was organized in 1944 carries out the important mission of the National Society here on the local level", said Chapter Regent Mary Leonard. "We are eager to welcome new members to our chapter, and we have volunteers available to help them research and complete their genealogy in order to apply for membership."

Due to the ability to exchange and obtain genealogical information over the internet, interest in joining the DAR is at an all-time high, with six of the highest years of application submittals occurring in the last decade. The Genealogical Research System (GRS), which is a free online resource provided by the DAR to aid general genealogical research and to assist with the DAR membership process, has made joining the DAR even more accessible to any women. Explore these resources at [www.dar.org/grs](http://www.dar.org/grs).

"Truly, there has never been a more exciting time to join the DAR. We offer today's busy woman an opportunity to celebrate the joys of American citizenship in meaningful ways, and

we are enthusiastic about the future of our Society", said National Society DAR President General Lynn Forney Young, who noted that there are currently nearly 180,000 members of the DAR, serving in nearly 3,000 chapters across the nation, 47 chapters in New Jersey and in several foreign countries. "I extend a warm invitation to all eligible women to join us in a rewarding future of service to America".

Since its founding 125 years ago, more than 940,000 women have been inducted into membership. During the current three-year administration coinciding with the 125th anniversary celebration, the organization has issued a challenge to complete 10 million hours of service to America. Local DAR chapters nationwide are coordination service projects in honor of DAR's 125th anniversary throughout the year and members from coast to coast will participate in the National DAR Day of Service on October 11, 2015.

"From caring for veteran patients to assisting active duty service personnel, from preserving locations of historic significance to welcoming new citizens, there are thousands of ways that Daughters are proudly answering the call to service in their local communities", said Regent Mary Leonard. "Here in Cranford, the Crane's Ford Chapter, for example, serves by visiting veterans at Lyons Hospital in Basking Ridge and collecting school supplies for disadvantaged children. We are proud to carry out DAR's mission to celebrate our American way of life".

We invite women who are interested in membership to visit [www.DAR.org](http://www.DAR.org) and to contact the local Crane's Ford chapter at [patushkat@aol.com](mailto:patushkat@aol.com) to obtain more information.

## NEW PROVIDENCE SENIOR TRIPS, ACTIVITIES & MEETINGS FOR OCT.

News from:

**DeCorso Community Center**

15 East Fourth St. • New Providence, NJ 07974  
908-665-0046 • [www.newprov.org/seniorcenter](http://www.newprov.org/seniorcenter)

A welcoming place for New Providence residents to gather and to enjoy its events and programs as well as our neighbors and friends.

Center Coordinator: Stacey Kinum

Hours: Monday-Friday: 9:30 - 2:30

**Trips, Activities & Meetings**

**Wednesdays from 9:45 to 10:45am**

Tickets for events may be purchased at the center. Please visit or call the center at 665-0046 if you need to cancel a reservation. Do not transfer a reservation. It will not be honored.

George Eskers will present Part 2 of

**"Medicare Basics and Boot Camp".**  
Wed., Oct 7, 11:00am

**Chatham Band will perform in celebration of Columbus Day.**

Wed., Oct 14, 11:00am

**Flu Clinic. Please note that this is a tentative date.**

Thurs., Oct 15, 10:00am-12:00noon

**Speech and Hearing Associates will make a presentation and offer hearing screenings.**

Wed., Oct 21, 11:00am

**Papermill Playhouse Trip to see "The Bandstand".**

Thurs., Oct 22, 12:30pm

This new musical is the story of a mismatched band of WWII veterans who join together to compete in a national radio contest with a prize that will guarantee instant stardom to the winners.

Only 20 tickets available. Cost: \$35.

See Christine Napolitano.

• Wed., Oct 28, 11:00am



## FALL IS IN THE AIR TODAY!

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**BUY 1  
GET 1 FREE**

**PURCHASE A HOME HEATING TUNE UP FOR ONLY  
\$89 & GET A WATER HEATER TUNE UP FOR FREE!**

Limit one coupon per transaction. Must hand in coupon during time of service appointment. Applies to qualifying systems only. Expires 11/20/15

**\$50 SAVINGS**

**On Any Plumbing Repair**

Limit one coupon per transaction. Must hand in coupon during time of service appointment.  
Expires 11/20/15

**\$75 SAVINGS**

**On Any Electrical Repair**

Limit one coupon per transaction. Must hand in coupon during time of service appointment.  
Expires 11/20/15

**FREE SERVICE CALL**

**Monday-Friday During Normal Business Hours**

Limit one coupon per transaction. Must hand in coupon during time of service appointment.  
Expires 11/20/15



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## RENNA MEDIA LAUNCHES SEVEN NEW NEWSPAPERS

Beginning in October 2015 Renna Media's family of monthly newspapers will grow from 12 to 18 publications. The towns of Westfield, Scotch Plains, Fanwood, Summit, New Providence, Berkeley Heights, and Mountainside will join Renna Media's existing newspapers and will deliver important information from the departments in town hall, along with news from the schools and libraries. Community service organizations are encouraged to promote their events and celebrate their accomplishments free of charge.

The goal of all our community newspapers is to have a positive influence on the economic development and overall well-being of the towns they serve.

Renna Media is a Cranford based business owned and operated by husband and wife team Joe and Tina Renna. Renna Media's family of 18 community newspapers are published in and around Union and Somerset counties with a total circulation of 100,000 newspapers mailed monthly. The publications are "hyper-local" in nature in that they contain information focused on each individual town and are direct mailed

within those towns.

The concept of being hyper-local is to give local businesses a venue to promote events and services. Reaching local customers gives you the highest return for your advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60. Inserts are also available. Regional businesses can take advantage of one low rate for advertising in multi publications.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American neighborhood in Elizabeth, NJ.

Renna Media sought to fill what they saw as a void in other communities and created newspapers that would give a venue to town administrations and non-profit organizations to promote upcoming events as well as to showcase the accomplishments of local residents and businesses.

For more information about Renna Media publications, please call 908-418-5586 or email: info@rennamedia.com. Visit us on-line at RennaMedia.com.

**PUT YOUR BUSINESS IN**

# 100,000 Newspapers

**Direct Mailed to  
Homes & Businesses  
in 18 Towns!**

**www.RennaMedia.com**      **Email: info@rennamedia.com**

**Tina Renna 908-418-5586 • Joe Renna 908-447-1295**

### FULL COLOR INSERTS - PRINTING PRICES (Per 1,000)

**A**  
**8 1/2" x 5"**  
**POST CARDS**



**\$45 per M**

Up to 100,000  
Full color / 2 sided  
9pt stock / No bleed

Minimum run 5,000

**B**  
**8 1/2" x 11"**  
**FLYERS**

Half-fold to  
8 1/2" x 5 1/2"



**\$35 per M**

Up to 100,000  
Full color / 2 sided  
60lb stock / No bleed

**C**  
**8 1/2" x 11"**  
**TRI-FOLD**

3 3/4" x 8 1/2"  
Finish size



**\$45 per M**

Up to 100,000  
Full color / 2 sided  
60lb stock / No bleed

**D**  
**11" x 17"**  
**BROCHURES**

Quarter-fold to  
8 1/2" x 5 1/2"



**\$68 per M**

Up to 25,000  
\$51 per M over 25,000  
Full color / 2 sided  
60lb stock / No bleed

**E**  
**11" x 17"**  
**MENUS**

Tri-fold to  
5 3/4" x 11"  
**W/ COUPON**  
5" x 11"



### ARTWORK PRICE FOR FLYERS, BROCHURES AND MENUS

**STOCK DESIGN AND PRODUCTION \$600**

Large library of stock layouts and images to choose from. Custom art and photography available at an hourly rate of \$120.

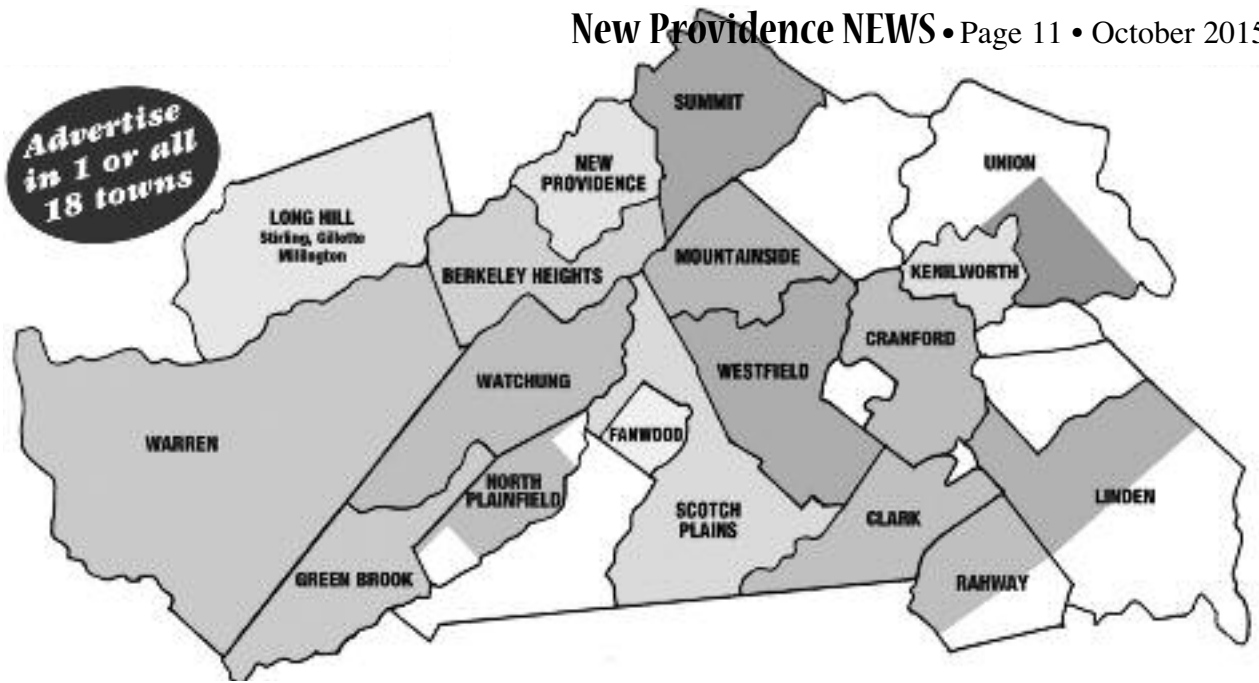
### INSERTION RATES (Per 1,000)

<b>ANY 1 NEWSPAPER</b> <b>\$60</b>	<b>ANY 3 NEWSPAPERS</b> <b>\$55</b>	<b>ANY 6 NEWSPAPERS</b> <b>\$50</b>	<b>ANY 9 NEWSPAPERS</b> <b>\$45</b>	<b>ANY 12 NEWSPAPERS</b> <b>\$40</b>	<b>ANY 15 NEWSPAPERS</b> <b>\$35</b>	<b>ALL 18 NEWSPAPERS</b> <b>\$30</b>
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# **RENNA MEDIA NEWSPAPER RATE SHEET** **WE MAIL 100,000 NEWSPAPERS MONTHLY!**

To place an ad call:  
**Tina Renna at 908-418-5586**  
**or Joe Renna at 908-447-1295**  
 email: [info@RennaMedia.com](mailto:info@RennaMedia.com)  
 Fax: 908-709-9209

Advertise  
in 1 or all  
18 towns



**Qty: 4,800**  
 Mailed to every home  
 and business.  
**Zip: 07922**



**Qty: 6,500**  
 Mailed to every home  
 and business.  
**Zip: 07066**



**Qty: 9,800**  
 Mailed to every home  
 and business.  
**Zip: 07016**



**Qty: 3,000**  
 Mailed to every home  
 and business.  
**Zip: 07023**



**Qty: 3,000**  
 Mailed to every home  
 and business.  
**Zip: 08812**



**Qty: 3,600**  
 Mailed to every  
 home and business.  
**Zip: 07033**



**Qty: 6,500**  
 5,400 mailed to homes  
 and businesses.  
**Zip: 07036**



**Qty: 3,600**  
 Mailed to every home  
 and business in Gillette,  
 Millington and Stirling.  
**Zips: 07933,  
 07964, 07980**



**Qty: 2,800**  
 Mailed to every home  
 and business.  
**Zip: 07092**



**Qty: 4,700**  
 Mailed to every home  
 and business.  
**Zip: 07974**



**Qty: 6,500**  
 Mailed to every home  
 and business in 07060.  
**Zip: 07060**



**Qty: 5,500**  
 4,100 mailed to homes  
 and businesses.  
**Zip: 07065**



**Qty: 9,500**  
 Mailed to every home  
 and business.  
**Zip: 07076**



**Qty: 9,600**  
 Mailed to every home  
 and business.  
**Zip: 07901**



**Qty: 5,500**  
 5,000 mailed to  
 homes and businesses.  
**Zip: 07083**



**Qty: 6,200**  
 Mailed to every home  
 and business.  
**Zip: 07059**



**Qty: 3,000**  
 Mailed to every home  
 and business.  
**Zip: 07069**



**Qty: 11,800**  
 Mailed to every home  
 and business.  
**Zip: 07090**

**Past issues can be found at [RennaMedia.com](http://RennaMedia.com)**

Artwork included in ad price.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ALL 18 NEWSPAPERS
<b>1 Unit - Business card</b>	3.25" x 2"	<b>\$60</b>	<b>\$150</b>	<b>\$250</b>	<b>\$340</b>	<b>\$400</b>	<b>\$450</b>	<b>\$500</b>
<b>2 Units</b>	3.25" x 4"	<b>\$100</b>	<b>\$250</b>	<b>\$400</b>	<b>\$500</b>	<b>\$600</b>	<b>\$700</b>	<b>\$800</b>
<b>4 Units</b>	6.5" x 4"	<b>\$180</b>	<b>\$450</b>	<b>\$700</b>	<b>\$950</b>	<b>\$1100</b>	<b>\$1300</b>	<b>\$1500</b>
<b>6 Units</b>	10" x 4"	<b>\$240</b>	<b>\$600</b>	<b>\$900</b>	<b>\$1250</b>	<b>\$1400</b>	<b>\$1650</b>	<b>\$1900</b>
<b>9 HALF PAGE</b>	10" x 6"	<b>\$320</b>	<b>\$800</b>	<b>\$1000</b>	<b>\$1350</b>	<b>\$1500</b>	<b>\$1800</b>	<b>\$2100</b>
<b>12 Units</b>	10" x 8"	<b>\$360</b>	<b>\$900</b>	<b>\$1200</b>	<b>\$1550</b>	<b>\$1800</b>	<b>\$2150</b>	<b>\$2500</b>
<b>18 FULL PAGE</b>	10" x 14"	<b>\$400</b>	<b>\$1000</b>	<b>\$1400</b>	<b>\$1750</b>	<b>\$2000</b>	<b>\$2400</b>	<b>\$2800</b>
<b>FRONT PAGE BANNER</b>	8.25" x 2"	<b>\$320</b>						
<b>BACK COVER</b>	10" x 14"	<b>\$600</b>						

**PAY FOR 6 MONTHS AND GET 1 FREE**

Back cover and front page banner reserved on first come, first served basis.  
 Current advertiser has right of first refusal.

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016



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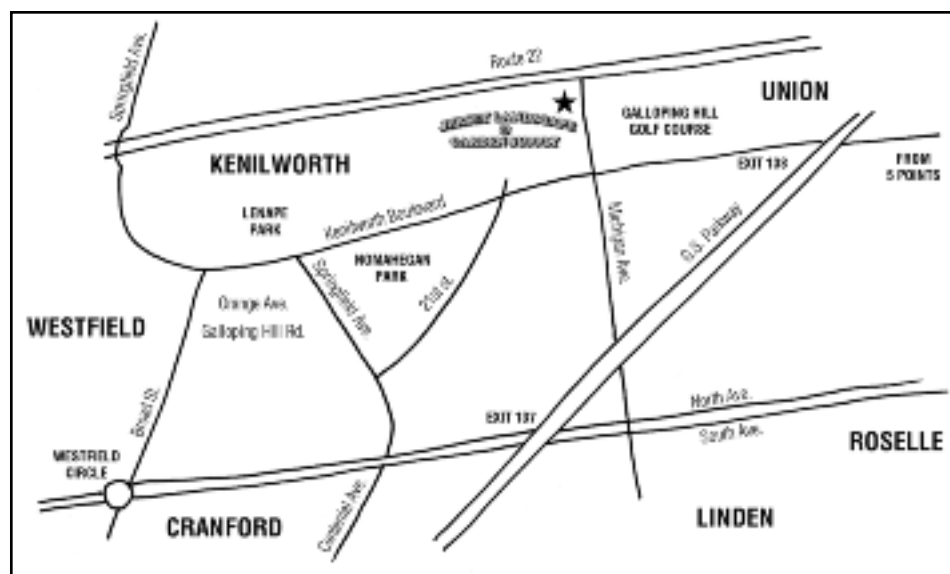
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Prices  
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Brown Dyed .....	\$30
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## QUARRY BASE MATERIALS

Concrete Sand .....	\$46
3/4 Clean Stone .....	\$38
Stone Dust .....	\$34
QP .....	\$34

## DECORATIVE STONE

3/8 Red Stone .....	\$66
3/4 Red Stone .....	\$64
3/4 Pearl Pebble .....	\$82
2-4 Pearl Pebble .....	\$82
3/4 Arctic White .....	\$82
3/8 Riverbed / Pea Gravel .....	\$56
1 Riverbed .....	\$58
2-4 Riverbed .....	\$58

Prices subject to change without notice.

**We accommodate  
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as well as the  
do-it-yourselfers!  
We are always  
ready to assist.**

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Curbing



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Block  
Diamond  
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Limestone  
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Polymeric Sand  
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Pipe • Catch Basins

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Grass - Seed  
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## TOOLS

Mason Tools • Shovels • Rakers



**son Tool Co.**