

NJPA

NEW JERSEY PRESS ASSOCIATION

Better Newspaper Contest

2010 Retail

Awards

Awards Banquet

**R1: Best Single Ad –
Black & White
Smaller than 16” SAU**

R1: Best Single Ad – Black & White,
Smaller than 16" SAU

Third Place, Weekly

The West Essex Tribune

“We’re Ready For Spring –
Little Ones”

Sales Representative

Wendy Navin

Artists

Grisel Cardona

Karen Trachtenberg

NJPA
NEW JERSEY PRESS ASSOCIATION



We're ready
for

Spring

Are you?

Come to

**little
ones**

boys & girls
up to size 12

20 E. Mt. Pleasant Ave. (Rt. 10) • Jay's Plaza • Livingston
973-992-2727
Mon-Sat 10 - 6 • Sunday 12 - 4

Private Room Available • Take-out available daily



MONDAY NIGHT FOOTBALL
 5-7 Happy Hour
 \$2 Domestic Beer during game time
 Chance to win your bar tab
 paid in full*
 *See Restaurant for Details

TUESDAY
 Chance for 50% off
 your check if you say
 "I'll flip you for it."

WEDNESDAY
 no corkage fee

THURSDAY
 1/2 off ALL drinks ALL night at
 the bar AND in the dining room
 (excludes wine bottles)

FRIDAY
 Happy Hour til 8PM

**BOOK YOUR
 PRIVATE/ HOLIDAY PARTY**
 with us and get a
 \$50 Gift certificate

HAPPY HOUR
 Mon. to Sat. 5-7 PM
 1/2 off apps, beer,
 and wine by the glass



**12 Lackawanna St.
 Gladstone, NJ
 sublimeNJ.com
 908.781.1888**

AP-9000190224

**R1: Best Single Ad – Black & White,
 Smaller than 16" SAU**

Third Place, Daily Under 45,000

Courier News

“Sublime”

Sales Representative

Jen Rosener

Artist

Donna Van Zandt

R1: Best Single Ad – Black & White, Smaller than 16" SAU

Third Place, Daily Over 45,000

The Color of the Future **L'ORÉAL PROFESSIONNEL** 0003050717

Salon Certified in INOA Color
NO ODOR NO Ammonia

With INOA, The Power of Color is Infinite

L'Oréal Professionnel creates INOA, the new professional permanent haircolor to darken/lighten hair or cover white. And it is totally ammonia free! It is a true technological breakthrough that transforms the coloring experience from A to Z. At the heart of INOA, ODS* is a breakthrough technology: A rich oil-based delivery system that maximizes the effectiveness of the haircolor system.

Whatever the color that suits you best - an icy brown, a luminous blonde or a dazzling red - your L'Oréal Professionnel hairdresser will create a tailor-made color that is deep, sublime and extremely shiny.

DISCOVER THE HAIRCOLOR OF THE FUTURE

INOA™

Hair **IT IS**

1053 Washington Blvd.
Foxmoor Center Robbinsville, NJ

www.hairitissalon.com
609-426-9877

The Times

“Hair It Is”

Sales Representative

Gerald Walter

Artist

Gaylen Gallimore

R1: Best Single Ad – Black & White,
Smaller than 16" SAU

Second Place, Weekly

mystery
Sale

Now thru
October 30th

PICK YOUR DISCOUNT
20-50% OFF!
IN-STOCK ITEMS ONLY

The Fabric Yard

FABRIC • DRAPERIES • CUSHIONS • HARDWARE
FURNITURE • SLIPCOVERS • UPHOLSTERY
Duette, Silhouette, Luminette, Vignette, Pirouette
2" Wood Blinds, Woven Woods, Shutters

CHOOSE *The Fabric Yard*
For Your Decorating Needs

55 South Maple Avenue • Basking Ridge • (908) 766-5511
www.fabric-yard.com • Open Tues - Sat 10-5 • Thurs 'til 7:30pm

The Bernardsville News

“The Fabric Yard
Mystery Sale”

Sales Representative

Ellie Kresefsky

Artist

Toni Codd

NJPA
NEW JERSEY PRESS ASSOCIATION

R1: Best Single Ad – Black & White, Smaller than 16" SAU

Second Place, Daily Under 45,000

Daily Record

“Taylor’s Consignment”

Sales Representative

Staff

Artist

Janet Zeek

Taylor's Consignment Shop
There's clothing, accessories and home décor.

Thank You For Voting Us Best Consignment Store



\$5.00 Gift to you
Good thru 12/15/2010

Good towards everything in the store. All sale items, regular price and even clearance. One per person. Not redeemable for cash. Must be used for purchases of \$10.00 or more

Follow us online @ www.taylorconsignors.com
973-267-1919
752 Speedwell Avenue • Morris Plains, NJ
Open Monday thru Saturday

AP-5000385509

R1: Best Single Ad – Black & White, Smaller than 16" SAU

Second Place, Daily Over 45,000

The Times

“Carella’s Winter Sale”

Sales Representative

Donna Poole

Artist

Gaylen Gallimore

W I N T E R

SALE
UP TO
**50%
off**
GOING ON NOW!

Men's
Women's
Children's

Carella's Shoes

50%
OFF
MARKED PRICE

While Supplies
Last
Hurry In For
Best Selection

Quality Footwear For The Entire Family

Carella's Shoes

A Fitting Experience Since 1946

2431 Nottingham Way · In the ♥ of Mercerville
(609) 587-5823 M-F 10-6 Sat 10-5 Sunday 12-4

R1: Best Single Ad – Black & White, Smaller than 16" SAU

First Place, Weekly

The Retrospect

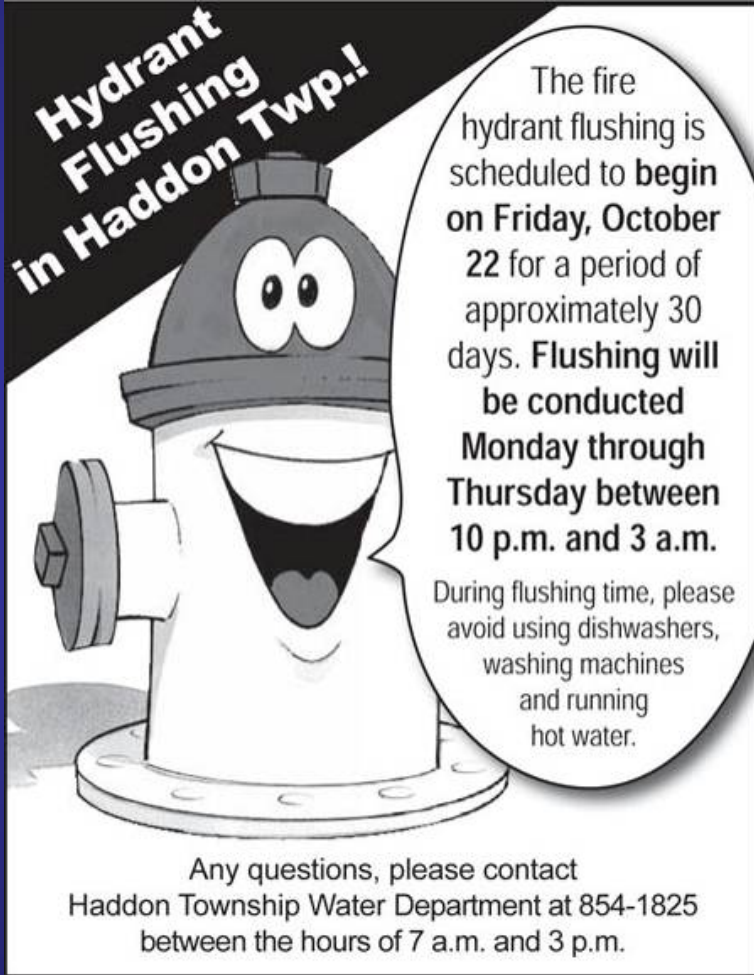
“Haddon Township
Hydrant Flushing”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler



**Hydrant
Flushing
in Haddon Twp.!**

The fire hydrant flushing is scheduled to **begin on Friday, October 22** for a period of approximately 30 days. **Flushing will be conducted Monday through Thursday between 10 p.m. and 3 a.m.**

During flushing time, please avoid using dishwashers, washing machines and running hot water.

Any questions, please contact Haddon Township Water Department at 854-1825 between the hours of 7 a.m. and 3 p.m.

R1: Best Single Ad – Black & White, Smaller than 16" SAU

First Place, Daily Under 45,000

Courier News

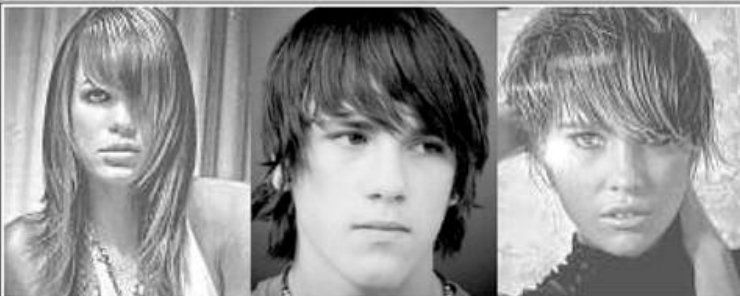
“Gaetanos”

Sales Representative

Sue McCooe

Artist

Donna Van Zandt



**Back to school... Back to work... Back to economic recovery...
BACK TO GAETANOS BEAUTY SALON**

The Best Cuts, Color, Foils, Updos,
Downdos and All-Around Dos!
We Specialize in Corrective Color
PLUS: Tanning | Electrolysis | Waxing

**Bring in this ad to
Enter a Drawing
For A FREE
Haircut & Style**

GAETANOS
BEAUTY SALON

85 WEST SOMERSET STREET • RARITAN, NJ 08869
OPEN 7 DAYS: Mon-Fri 9am-9pm; Sat 8am-4pm; Sun 9am-4pm

Courier News
2010
**One
OF THE
Best**
IN CENTRAL JERSEY

#P-000014100

GOOD LUCK Toms River
Atlantic Regional Champions

WE ARE T.R.

We are so proud of YOU!

Good Luck... bring it home Toms River!

Dr. George Trini & Staff
609-489-4648
34 Manchester Ave • Forked River
www.georgetrini.com
atlanticgenmanagement.com

GOOD LUCK TEAM!

MAIN STREET SHELL 305 MAIN STREET
DOWNTOWN TOMS RIVER, NJ

732-244-1557 | Towing, State Inspection

Good Luck Toms River L.L.!

Coldwell Banker Flanagan Realty
732-270-8100
www.FlanaganRealty.com

COLDWELL BANKER

Flowers by Addalia

BEST OF LUCK TOMS RIVER

175 Rt. 37 W • Toms River NJ
(732) 240-9030

ROSATO'S SAVE MART
Produce Deli Bakery Italian Specialties

1030 Rt. 37 W. Phone: 732-341-1778
Toms River, N.J. 08755 Fax: 732-341-7612

WAY TO GO T.R.!!

DENTAL IMPLANTS & COSMETIC DENTISTRY
Dr. Ron Delmanto

Deer Chase Professional Park
190 Rt. 37 West Toms River
732-244-7278

(800 feet west of Community Medical Center)
Visit us on the web : anewsmile4u.com

Center for Health and Healing
YOGA & MASSAGE

Look WITHIN and FIND the POSITIVE
Best of Luck, T.R.

111 West Water Street, Toms River
732 505 8282

Got Sciatica?

Jersey Shore. A new free guide has recently been released that reveals how a breakthrough medical technology, FDA CLEARED is helping thousands with debilitating back & pain. Find out how this amazing discovery has led to the most promising and safe treatment today. It's non-invasive technology designed to treat severe low back, buttock and leg pain, along with herniated and slipped discs and spinal stenosis. For your free report entitled "The Secret Back, Sciatica, Stenosis, and Disc Pain Guide," call the toll-free 24-hour recorded message at 1-800-485-7973 or go to www.cjbackreport.com. Melissa Procealla, DC

WE ARE PROUD OF YOU!

THATCHER REALTY INC.

Thatcher Realty 732-244-0499

Congratulations Toms River Little League Keep it Going!

From your friends at...

Monmouth

800-515-8586
5011 Route 33 / 34
Wall Twp., NJ 07727

Schuster's Toms River CAR WASH
921 Route 166 • Toms River
(732) 349-9680
Good Luck T.R.

Congratulations Toms River National!

GOOD LUCK IN WILLIAMSPORT!

VOTED #1 POOL AND SPA COMPANY

Fusciello's BUTCHER & DELI

We're Proud of You!!
Open: Monday through Saturday 7am - 7 pm
Sunday 7am - 5pm
PH # 609-242-6860 • FAX: 609-242-6870
231 North Main Street - Forked River, NJ

NICHOLAS POOLS
SALES • SERVICE • SUPPLIES
INGROUND POOLS • SPAS

1820 Lakewood Road
Toms River
732-505-0404
www.nicholaspools.com

Holiday Inn TOMS RIVER

290 Route 37 E, Toms River
732-244-4000
HITomsRiverHotel.com

Proud supporters of the Toms River National Little League Team!

Good Luck Toms River
We'll be cheering for you!

Good Luck at the World Series!

RAMADA TOMS RIVER

2373 Route 9, Toms River
732-905-2626
RamadaTomsRiver.com

Diane Turton, REALTORS
1338 Hooper Avenue
Toms River, NJ 08753
732.244.7776
tomsriver@dianeturton.com

Search available listings and rentals at www.dianeturton.com

Extra Space Storage
317 Route 37 East
Toms River, NJ 08753
Phone 732-341-3456

Extra Space Storage
470 Atlantic City Blvd
Rte 9 South
Bayville, NJ 08721
Phone 732-231-2700

888-STORAGE (888-786-7243)
www.888storage.com
Additional properties located in Monmouth County

Toms River Sports Academy Supervised After School Activities
Hours 3:00 - 6:00PM

- Sports - Soccer, White Ball
- Video - With PE Toms River Sports Academy
- Arts & Crafts - 3825 Hooper Ave., Toms River, NJ 08753
- Study Areas - Behind Riano's Plaza
- Movies/TV

Forming instructional Baseball U10, U12, & U14 fall teams. Private lessons available with MLB Player Willie Banks. Come use our Batting cages. Catch Clinics, Lessons, Team Events. Former MLB & 21imes World Series Winner Willie Banks will be assisting in coaching. (Bring the ball for \$3.00, rest of season on cage rental.)
www.TRsportsacademy.com
732-279-3141

Built Rite WINDOWS
The Trusted name in Home Improvements For over 30 Years

Congratulations Toms River Nationals!!

Owned and Operated by a Veteran

1400 Route 37 East Toms River
732-270-4433
For In-Home Appointment

WOW!!!

CONGRATS, TR BOYS! WE LOVE WINNERS!

IF YOU'RE A WINNER, THEN COME TO OUR MODEL SEARCH! FREE EVALUATIONS FOR KIDS AND TEENS BY APPT! 20 YEARS OF GREAT MODELS! FEATURED ON ABC-TV!

8/29/2010
Call Now!
782-638-8933

55 Central Avenue
Ocean Grove
NJ 08857-0001

R1: Best Single Ad – Black & White, Smaller than 16" SAU

First Place, Daily Over 45,000

Asbury Park Press

“WOW Congrats TR Boys”

Elizabeth Reiley

NJPA
NEW JERSEY PRESS ASSOCIATION

**R2: Best Single Ad –
Black & White
16" to 31.5" SAU**

R2: Best Single Ad – Black & White, 16" to 31.5" SAU

Third Place, Weekly

The SandPaper

“Francie Milano”

Sales Representative

Cindy Linkous

Artist

Staff

Bringing a new dimension to kitchen design



Visit our showroom and experience the difference
M-F 8am - 4pm • Sat. by appointment

Francie Milano
KITCHENS, INC.

1418 Central Avenue, Ship Bottom, NJ 08008
(609) 494-0011

Wood-Mode
FINE CUSTOM CABINETRY

BROOKHAVEN
CABINETRY



Providing Reliable Medical Care since 1989



We're here
when you
need us,
available
every day
without an
appointment.

| Urgent Medical Care | Family Medical Care | Preventative Health Care | X-Ray and Diagnostic Services |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Colds and Flu • Sore Throats • Allergies • Rashes • Infections • Back Pain • Sprains & Strains • Cuts & Stitches | <ul style="list-style-type: none"> • Adult & Child Illness & Injury • School & Sports Physical Exams • Immunizations • Primary Care • Most Insurance Accepted | <ul style="list-style-type: none"> • Screening for: <ul style="list-style-type: none"> - Blood Pressure - Diabetes - Cholesterol - HIV and TB • Yearly Health Screening Exams by appointment | <ul style="list-style-type: none"> • X-Rays • EKGs • Lung Function • Glaucoma Test • Rapid Strep • Urine Analysis • Drug Screens |

Open 7 Days a Week! NO APPOINTMENT NECESSARY
 Monday-Friday 8am to 9pm • Saturday & Sunday 9am to 4pm
 Ian Brodrick, MD, Medical Director

350 Grove Street at Route 22 East • Bridgewater, NJ 08807
(908) 231-0777
www.prioritymedicalcare.com

R2: Best Single Ad – Black & White,
 16" to 31.5" SAU

Third Place, Daily Under 45,000

Courier News

“Priority Medical Care”

Sales Representative

Sue McCooe

Artist

Donna Van Zandt



R2: Best Single Ad – Black & White, 16" to 31.5" SAU

Third Place, Daily Over 45,000

The Times

“Bernie’s Bicycles”

Sales Representative

Gerald Walter

Artist

Gaylen Gallimore

GEAR UP



Bernie's Bicycle & Fitness Center is one of the nation's leading dealers of Raleigh and Schwinn, and we carry a full range of bicycles from many different manufacturers including Casati, Diamondback, Haro, Kuota, Orbea, Schwinn, and more.

We have over 600 bikes in stock including road and mountain bikes, hybrid and comfort bikes, children's bikes, BMX, tandems, cruisers, recumbents, and even foldable bikes. We also have every kind of accessory for your bike from large to small.



Featured Bicycle ORBEA ORCA

The revolutionary Size Specific Frame (SSF) technology paired with refined carbon lay-up, modified material composition and completely new aesthetic provide the perfect balance of the highest quality performance and design. Stable, light and feel deliver a winning combination with the progressive engineering of the Orca. Orbea Carbon Orca is suited for the confidence, security, power and performance it provides in the man-machine relationship.

New Rider Packs

Our New Rider Packs include everything you need to get the most out of your new bicycle.

- Limited Edition Bernie's Bicycle Water Bottle
- Water Bottle Rack (included for no additional charge)
- Compact Cycling Bag for easy, secure, on-bike storage
- Tool Levers
- Flat Repair Kit

Our Flat Repair Kit includes:

- Replacement Inner Tube
- Tube Patch Kit
- Two 50Z Inflation Capsules

At a value more than \$75, value
available from the
special price of
\$49.99.



111 ROUTE 33 MERCERVILLE NJ 08619
609-586-5126

SALES • TUNE-UPS • REPAIRS • CLINICS

Bernie's Bicycle and Fitness Center: Miles above the rest

Bernie's Bicycle and Fitness Center has everything you'd expect to find in a full-service bicycle shop - from children's bikes to those for very serious riders. But what will exceed your expectations is the level of customer service you'll encounter at the Mercerville store.

Everyone from longtime owner Tim Cannon to members of his knowledgeable, experienced sales and service staff is dedicated to providing customers with the information they need to make the purchase that's right for them. And the service doesn't stop there. Bernie's Bicycle and Fitness Center also has a complete repair and maintenance center and prides itself on quick turn-around times, a wide range of parts and expert repairs.

"Our customers are our No. 1 priority," said Cannon who bought the store from Bernie and Rose Knupp in 1977. "We'll do anything we can to ensure a sales and service experience like no other." No wonder customers whose parents bought them their first bike at Bernie's are now coming in for bikes for their own children.

Himself a serious rider, Cannon knows there's no better activity for families to participate in together than cycling. In addition to the health benefits gained from cycling's low-impact aerobic workout, the memories built from spending time together and having fun outdoors are priceless. Showing kids that regular physical activity is as fun as it is beneficial is an example that will serve them



Tim Cannon, owner of Bernie's Bicycle and Fitness Center, displays one of hundreds of bikes on display in his Mercerville store.

well throughout their lives.

Bernie's stocks more than 500 bikes including road and mountain bikes, hybrid and comfort bikes, BMX, tandems, cruisers, recumbents, electric and even foldable bikes. There is also a wide selection of accessories and clothing from many manufacturers.

The store is one of the nation's leading dealers of Raleigh and Schwinn, and carries a full range of bicycles from manufacturers such as Casati, Diamondback, Haro, Kuota, Orbea, Schwinn, and more.

By delivering exceptional service and value, Bernie's Bicycle and Fitness Center has earned the loyalty and trust of generations of customers. As a lifelong

Hamiltonian who lives in Hamilton Square with his wife, Cannon returns that loyalty by sponsoring community events such as the Septemberfest Bike tour and the Anchor House Ride for Runaways.

Whether you're a recreational rider, racer or serious bicycle enthusiast, be sure to visit www.berniesbicycles.com to learn about places to ride and other riding resources in New Jersey and beyond.

Bernie's Bicycle and Fitness Center is at 111 Route 33 in the Mercerville section of Hamilton. Hours are Monday through Friday from 10 a.m. to 7 p.m., Saturday from 9 a.m. to 5 p.m. and Sunday from noon until 4 p.m. (609) 586-5126.



AMERICAN
OWNED & OPERATED

Get all of your Dry Cleaning
and Shoe Repair needs
handled at one convenient
Haddon Heights location!



Perfect Press
Discount
CLEANERS

705 Station Ave., Haddon Heights
546-6055
Hours: Mon.-Fri. 8-6; Sat. 8-5
partners with
PETE'S SHOE REPAIR
of Runnemede

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  CLEANERS 3 SHIRTS LAUNDERED Free! w/\$20 of DRY CLEANING |  CLEANERS 1 PAIR OF SHOES SHINED Free! w/\$10 of DRY CLEANING |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

(Coupon may not be combined w/other offers)

R2: Best Single Ad – Black & White,
16" to 31.5" SAU

Second Place, Weekly

The Retrospect

“Perfect Press Cleaners”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

STRENGTH

BALANCE

COORDINATION

FUN

FLEXIBILITY

*Rhythmic
Gymnastics*

**Free Trial Class every Friday.
Call 908-874-4522
Bridgewater – www.perfectformation.net**

**R2: Best Single Ad – Black & White,
16" to 31.5" SAU**

Second Place, Daily Under 45,000

Courier News

“Perfect Formation
Gymnastics”

Sales Representative

Ian McDermott

Artist

Donna Van Zandt

NJPA
NEW JERSEY PRESS ASSOCIATION



Music on the Green

Presents

John Pennacchi, M.D., Piano
Jennifer Diamond, Soprano
Andy Lin, Viola
Julie Jordan, Piano

At **The Mercer Oaks
Country Club**
725 Village Road West
Princeton Jct. N.J. 08550

*Music of
Franck,
Berlioz,
Debussy
and
more*

**Sunday, April 11,
2010 at 3pm - 6pm**

**\$20 donation at the
door to benefit
Cancer Research**

**R2: Best Single Ad – Black & White,
16" to 31.5" SAU**

Second Place, Daily Over 45,000

The Times

“Music On The Green”

Sales Representative

Michael Gavin

Artist

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION

My Studio, LLC

Model Madness!



PORTRAIT CLASSES

with

a TWIST!

3RD

THURSDAY

of Every Month!

My Studio, LLC presents **Model Madness**, a once-a-month class for people who want to draw figures from life in a relaxed atmosphere. Each month there will be a different model wearing different themed costumes. Class meets the 3rd Thursday of every month.

Model Madness!

**6:30-
9 pm**

doors open at 6
limited seating



\$15

at the door

(includes model fee)

for teens & adults

Jocelynn Tice 869-8310

WWW.MYSTUDIOILLC.COM

605 White Horse Pike, Haddon Township
(same block as Capital Pizza)

**R2: Best Single Ad – Black & White,
16" to 31.5" SAU**

First Place, Weekly

The Retrospect

“Model Madness”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

NJPA
NEW JERSEY PRESS ASSOCIATION

Mesler's Auto Body

**Thank You
For Voting Us
Best Auto Body Shop**



**We Do Complete Collision Repair
Domestic & Foreign**

**~ We Handle All Insurance Claims ~
Classic Car Restoration Available**

**We Are Your
One-Stop Auto Shop**

**163 Morris Avenue
Morristown, NJ**

973-267-9481

**R2: Best Single Ad – Black & White,
16" to 31.5" SAU**

First Place, Daily Under 45,000

Daily Record

“Messler Auto Body”

Sales Representative

Staff

Artist

Janet Zeek

NJPA
NEW JERSEY PRESS ASSOCIATION

The Clare Estate Independent
& Assisted Living

Invites you to Join Us for a

Holiday Bazaar

**Saturday,
November 20th**

10AM-2PM

FREE
ADMISSION

201 Crosswicks Street, Bordentown, NJ

Lots of Vendors, Food

Door Prizes!!

*Call for Information, directions or
to reserve a table contact Robyn
Siminske (609)298-9960*

**R2: Best Single Ad – Black & White,
16" to 31.5" SAU**

First Place, Daily Over 45,000

The Times

“Holiday Bazaar”

Sales Representative

Gerald Walter

Artist

Gaylen Gallimore

**R3: Best Single Ad –
Black & White
Larger than 31.5" SAU**

R3: Best Single Ad – Black & White, Larger than 31.5" SAU

Third Place, Weekly

ATTENTION LIVINGSTON RESIDENTS:
**Back Door Garbage Service Is
STILL Available**

Waste Industries has been your solid waste collector since 2005.
As your current provider, and part of your community, we
understand your concerns at the loss of your back door garbage
pick up and would like to offer an affordable alternative.

Sign up now to continue your back door pickup service.

1 can – \$10 per month
2 - 3 cans – \$15 per month



Contact our customer service representatives at
973-761-0009
or sign up on the web at
www.waste-industries.com



The West Essex Tribune

“Attention Livingston
Residents –
Waste Industries”

Diane Driggs

R3: Best Single Ad – Black & White,
Larger than 31.5" SAU

Third Place, Daily Under 45,000

Courier News

“Legends Hair Salon”

Sales Representative

Jen Ward

Artist

Chris Carnese

Striving to Exceed Your Expectations



Legends Salon
OF HILLSBOROUGH

Beauty, Style and Elegance.

CORRECTIVE HAIR COLORING SPECIALISTS

- Specializing in -
Japanese thermal straightening
Keratin Complex Smoothing Systems
and 100% Human Hair Extensions

Our Services Include:
Hair Styling | Color Highlights
Color Corrective | Waxing | Perms
Formal Hairstyling | Make-Up Services



Courier News
2009 Best of the Best
IN CENTRAL JERSEY

*Readers Choice Award for
Best Hair Salon in Central Jersey
for 2008 and 2009*
- Courier News



(908) 874-5252

Hillsborough Center • 649 Route 206 North • Hillsborough, NJ (Located in Stop & Shop Shopping Center)

  www.legendssalonllc.com 

HOURS: Monday-Friday 9am-8:30pm; Saturdays and Sundays 9am-5pm

R3: Best Single Ad – Black & White, Larger than 31.5" SAU

Second Place, Weekly

The West Essex Tribune



Andy's
FAMILY
MUSIC CENTER
LESSONS • GUITARS • RENTALS • REPAIRS

*We are here & have been for
22 years!*

Lessons for all ages in our
beautiful 15-room studio.
*Our students are tops in
Orchestra • Wind Symphony
Jazz Band*

We rent, repair & sell all instruments
Great Voice Lessons Program!

77 West Mt. Pleasant Avenue
Livingston
973-716-0400

Monday - Friday 11 - 8
Saturday 10 - 5

www.andysfamilymusiccenter.com

Kindermusik®

PUNK & BEYOND

ROCK BAND
CLASSES

“Andy’s Family Music Center”

Sales Representative

Nancy Katz Perlmutter

Artists

Grisel Cardona

Karen Trachtenberg

R3: Best Single Ad – Black & White, Larger than 31.5" SAU

Second Place, Daily Under 45,000

Presidents Day Sale
up to
75% OFF
(Handmade Rugs Only)

Open Fri-Sat-Sun-Mon
Feb. 12-13-14-15,
10:30am-7pm

Best Value
RUGS & CARPET, INC.
HANDMADE ORIENTAL RUGS



WALL TO WALL CARPET, WOOD/LAMINATE FLOORS, TILES & VINYL

Courier News

IN CENTRAL JERSEY

- Residential and Commercial
- Refinishing Hardwood Floors
- Rug Carpet Cleaning
- Rugs for Every Budget
- 25 Years in Business
- In-House Professional Installation for all Floors
- Custom-Made Rugs

334 Route 22 West • Green Brook, NJ
Next to Public Storage (big orange sign)

Free Delivery
8x10 or larger

QUALITY MERCHANDISE WITH
A LOWEST PRICE GUARANTEE

Free Gift
with every purchase
with this ad

tel: (732) 752-3528 • www.BVRugsandcarpet.com • daljit@BVRugsandcarpet.com

Courier News

“Best Value Rugs”

Sales Representative

Jen Rosener

Artist

Donna Van Zandt

21st Century Landscaping



Stimulus for your Lawn

- Repairs to Stressed Lawns, Including Seeding and Sodding
- New Installation of Sod

Installation of Pavers

Driveways • Walkways • Patios
Retaining Walls • Hardscape Projects

2010 snow removal contracts available

^{now} **Free Estimates (732) 918-8082**

Owned and Operated by **Rocco Kelly**

Discount offer
available
with this coupon

**“Fall
Fun”**

Offer exp 9/15/10

Promo Code

**R3: Best Single Ad – Black & White,
Larger than 31.5” SAU**

Second Place, Daily Over 45,000

Asbury Park Press

“21st Century Landscaping”

Elizabeth Reiley

NJPA
NEW JERSEY PRESS ASSOCIATION

With due respect to our Republican opponents...
Where Have They Been?



If we had to rely on the Republican candidates for volunteers, chairs all over town would be empty!

That's right, the three Republican candidates for Township Council have a combined **ZERO** years of service to the Livingston Community.

Not one hour planning our Memorial Day Parade or July 4th celebration, not one meeting working to make our community safe on our Townwide Safety Committee or Fields Committee and not one second planning our town's bright future on our Vision 20/20 Committee or Planning Board. As state aid disappears and fixed costs like insurance keep rising, our leaders need at least some experience with our town, its programs and its future.

It seems our opponents' connection to Livingston begins and ends with their tax bill!

August, Johnson, Fernandez:
Committed to Livingston
with a combined 75 years of volunteer service.

**Endorsed by Republicans,
Endorsed by Independents, Endorsed by Democrats**



Vote line "A" on November 2.

Polls are open from 8:00 am to 8:00pm

See Us on Facebook:
August, Johnson, Fernandez Livingston 2010

**R3: Best Single Ad – Black & White,
Larger than 31.5" SAU**

First Place, Weekly

The West Essex Tribune

“With Due Respect –
Livingston Democrats”

Sales Representative

Jennifer Cone Chciuk

Artists

Grisel Cardona

Karen Trachtenberg

NJPA
NEW JERSEY PRESS ASSOCIATION

R3: Best Single Ad – Black & White, Larger than 31.5" SAU

First Place, Daily Under 45,000

We Carry All Major Brands and Chemicals

- Hayward
- Jandy
- Sta-Rite
- Pentair
- American
- Polaris
- Aqua Bot
- Frog
- Nu-Clo
- Hot Springs
- Vita
- Strong
- Leisure
- Aqua Temp

If You Need It We Will Get It!

Full Service Department!

OLYMPIC

Mega Pool & Spa Depot

973-448-0007

YOU CALL WE ANSWER

Kick Off Summer SALES

16 x 32

Gothic Design

\$18,900

Installed with patio walk

Visit Our Indoor Pool Park

5 Beautiful Pools on Display

#1 SPA in the Country

Vita • Strong • Leisure

Largest Display

Lifetime Pool

On Display

HotSpring Portable Spas

18 on Display

over 70 models to choose from

Starting at **\$3,900** and up

No One Beats this Deal!

Any Size Same Price

\$2,999 Complete Package

18' 21' 24' 27' x 52'

- Vinyl
- Concrete
- Fiberglass

www.olympicpoolandspa.com

Daily Record

“Olympic Pools”

Sales Representative

Marsha Lange

Artist

Janet Zeek

YOU CAN'T TAKE IT WITH YOU



**BRING IN YOUR BLING
MAKE SOME CASH**

CASH FOR GOLD

WANTED

Buying All Gold Jewelry
10-Kup to \$15.00DWT
14-Kup to \$25.00DWT
18-Kup to \$30.00DWT
Bring in for offer

*Also Buying
Dental Gold*

**New, Used, Old,
Broken, Damaged**
Rings, Necklaces,
Bracelets, Watches,
Earrings, etc.

BUYING

Coins, Stamps & Jewelry
*Gold & Silver Scrap, Coins,
Diamonds, Small Antiques & Stamps*

Diamonds & Silver

*Postcards, Old Toys, Beer Steins,
Small Antiques, Old Letters, Trains.*

All types and grades of industrial
Gold and Platinum

Old Pocket Watches & Clocks
Bring in for our offer
Need not be running

Top Prices Paid

- German Swords & Daggers
- Platinum - All Types
- U. S. Proof Sets
- U. S. Currency Pre-1928
- Estate Jewelry

U.S. Silver Coins

Dated 1964 or Before
 Half Dollars\$5.50
 Quarters\$2.75
 Dimes\$1.10
 Half Dollars (1965-69) . \$2.00

**Paying
11 Times
Face Value For
Silver Coins**

*We Specialize In
Estates and
Complete
Collections.
Private Appointment
Can Be Arranged.*

**SILVER
DOLLARS
\$14 each
and up**

Prices subject to
change due to
market fluctuation

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609-883-1090 · 609-883-1071

Hours: Mon. 10-5, Tues.-Fri. 10-6, Sat. 10-3

No Appointment Necessary



**R3: Best Single Ad – Black & White,
Larger than 31.5” SAU**

First Place, Daily Over 45,000

The Times

“Bring In Your Bling”

Sales Representative

David Prior

Artist

Gaylen Gallimore



**R4: Best Single Ad –
Spot (1) Color
Smaller than 31.5" SAU**

R4: Best Single Ad – Spot (1) Color, Smaller than 31.5” SAU

Third Place, Daily Under 45,000

Courier News

“Avalon”



With all the Assisted Living Communities to choose from...
What is it that makes The Avalon stand out from the rest?
We offer a seamless continuum of care
Assisted Living Services - **The Avalon** • Rehabilitation - **The Pavilion at Bridgeway**
Skilled nursing services - **Bridgeway Care Center**
...All Under One Family

Licensed Nursing professionals on premises **24 hours** a day

Family owned and operated for 29 years

The Avalon
AT BRIDGEWATER & HILLSBOROUGH

The Avalon at Bridgewater
565 Route 28
Bridgewater, NJ 08807
(908) 707-8800

The Avalon at Hillsborough
393 Amwell Road
Hillsborough, NJ 08844
(908) 874-7200

www.bridgewayseniorcare.com

Sales Representative

Sue McCooe

Artist

Donna Van Zandt

R4: Best Single Ad – Spot (1) Color, Smaller than 31.5" SAU

Second Place, Daily Under 45,000

Daily Record

“Blackwell Jewelers”

Sales Representative

Kate Commarato

Artist

Janet Zeek



**BLACKWELL
JEWELERS**

**NEED
CASH?**

WE PAY THE HIGHEST PRICES
FOR YOUR GOLD GUARANTEED

SELL IT
OR GET A CASH LOAN
ON YOUR JEWELRY
TODAY!

• PAWN BROKERS •
• WANTED •

GOLD • SILVER • PLATINUM
• DIAMONDS • WATCHES • GOLD &
SILVER COINS • BROKEN JEWELRY
• DENTAL & SCRAP GOLD

**Watch
Batteries
\$3.00**
with this ad

**FORGET ABOUT
GOLD PARTIES,
HOTELS & MAIL INS
~ SELL DIRECT &
GET TOP DOLLAR
TODAY!!**

INTEGRITY~HONESTY~RELIABILITY

**WE PAY THE HIGHEST PRICES IN THE STATE
AND GUARANTEE WE WILL BEAT ANY OFFER!**

OPEN MON - SAT 10AM - 6PM & SUN 11AM - 4PM

2 W. BLACKWELL ST.,
DOVER
(on the corner of Blackwell St. and Sussex St.)
973.537.5500

147 A MORRIS ST.,
MORRISTOWN
(across from the Train Station)
973.267.7400

www.BlackwellJewelers.com

AP-5000380508

**R4: Best Single Ad – Spot (1) Color,
Smaller than 31.5" SAU**

Second Place, Daily Over 45,000

Asbury Park Press

“Give a Little Summer
for the Holidays”

Elizabeth Reiley

Give “a Little Summer”
for the Holidays

Avon
Pavilion Gift
Certificates

Call 732-775-1043 or
www.avonpavilion.com
To Order Today!

SP-0000391843

The advertisement features a black and white photograph of a beach scene with a wooden bench and a lamppost. A large, green, round ornament is superimposed over the scene, containing the text for Avon Pavilion Gift Certificates. The background is a solid dark red color.

R4: Best Single Ad – Spot (1) Color,
Smaller than 31.5” SAU

First Place, Weekly

The West Essex Tribune

“Our Biggest Summer Sale –
Rowma Custom Tailors”

Sales Representative

Nancy Katz Perlmutter

Artists

Grisel Cardona

Karen Trachtenberg

**OUR BIGGEST
SUMMER SALE**
**FEATURING ALL
IN STOCK MERCHANDISE**
**25% TO
70% OFF**
JULY 15 THRU JULY 17



 *Rowma Custom Tailors*
161 South Livingston Ave., Livingston
973-994-0034
Voted Best Tailor in Essex County

R4: Best Single Ad – Spot (1) Color, Smaller than 31.5" SAU

First Place, Daily Under 45,000

**OUTDATED
BATHROOM?**

*Ugly Bath?
Loose Tile?
Need Storage?*

**Visit Our
Showroom
Today**

SINCE 1954
APPOINTMENT SUGGESTED
BRING YOUR MEASUREMENTS

**THE BATHROOM
WE DO THE ENTIRE JOB.**

**Sparta
Trades**
Kitchens & Baths

**BEST PRICES
IN THE AREA**

973.729.3171
580 RT. 15 • SPARTA, NJ
WWW.SPARTATRADES.COM

5000278133

Daily Record

“Sparta Trades”

Sales Representative

Valerie Gardner

Artist

Janet Zeek

R4: Best Single Ad – Spot (1) Color, Smaller than 31.5” SAU

First Place, Daily Over 45,000

Asbury Park Press

“Here are some facts about
the fresh quality ingredients
used at Brando’s”

Elizabeth Reiley



BRANDO'S
162 Main Street Asbury Park, NJ 07712
732.774.2222 • www.brandosnj.com

*Here are some facts about
the fresh quality ingredients used at*
BRANDO'S

BRANDO'S Beef is premium Creekstone Farms. Delivering the best in quality, natural prime meats. Dry aged prime like no other...

BRANDO'S Veal is premier D'Artagnan brand Veal that is humanely raised milk fed to insure the best quality and flavor.

BRANDO'S Poultry is Bell & Evans chicken brand. Simply the best in quality and freshness.

BRANDO'S Fresh Pastas made in small batches and are imported direct from Italy weekly.

BRANDO'S Fresh Bufala Mozzarella is the finest cheese from organic bufala milk and is imported direct from Italy weekly.

BRANDO'S Fish is delivered daily from all parts of the world and only uses line caught fresh wild fish.

BRANDO'S Chefs go to local farmers and hand pick seasonal organic produce to use them at the peak of freshness.

**R5: Best Single Ad –
Spot (1) or Process Color
31.5" SAU or Larger**

R5: Best Single Ad – Spot (1) or Process Color, 31.5" SAU or Larger

It's a **HOT Summer** Weekend

at the
BAYONNE TOWN CENTER

 Thurs., July 15
thru
Sat., July 17

The 30th Annual Sidewalk Sale!

Join the fun right here in town and take advantage of hot summer savings! When you're through shopping, cruise on over to the...

Classic Car Show
THURSDAY, JULY 15
from 6 to 9 pm
Broadway from 17th-20th Sts

Bayonne's own Eddie O'Rourke, performs as Elvis!
Radio Control Car Demonstration • Slot Car Racing Tournament
Presented by Pastime Hobbies – trophies will be awarded

Free Rides for the Kids
FRIDAY, JULY 16 11 am to 2 pm
25th St. & Broadway

3rd Annual Hot Dog Eating Contest
SATURDAY, JULY 17
11:30 am at 25th St. & Broadway

Only 20 spots available, so sign up today at Petridis. Fill out a free entry form to be selected as a guest judge. Trophies will be awarded to the top 3 competitors!

All Sidewalk Sale activities are FREE to the public.

Thanks to our sponsors: Shop Rite of Bayonne • BCB Community Bank • The Big Apple • Petridis Hot Dogs • Bayonne Medical Center, • Pastime Hobbies • Hughes & Finnerty • European Day Spa • The Hudson Reporter • Pamrapo Savings Bank • Provident Bank • AT&T Wireless • Aaron's Gold • Citibank • Pizza Master • GLM Insurance

For more info. call 201.339.9409 or visit our website bayonnetowncenter.com



Third Place, Weekly

Bayonne Community News

“BTC Hot Summer Weekend”

Sales Representative

Tish Kraszyk

Artist

Pasquale Spina

NJPA
NEW JERSEY PRESS ASSOCIATION

R5: Best Single Ad – Spot (1) or Process Color, 31.5" SAU or Larger

Third Place, Daily Under 45,000

The Trentonian

“Is your pond closed?
Allquatics”

Sales Representative

Michelle Prunetti

Artist

Cindy Manion

Is your pond closed?

25% OFF
This Year's Pond Closing, when you schedule next seasons pond opening

Allquatics

3 DAY SALE
Friday 12/17
Saturday 12/18
Sunday 12/19
25% OFF SALTWATER LIVESTOCK
50% OFF FRESHWATER
10% OFF OF SUPPLIES*

Specializing In
Ponds - Waterfalls - Pondless Waterfalls
Installation - New Construction
- Maintenance

OUR RETAIL LOCATION CARRIES ALL YOUR WATER GARDEN NEEDS
PLANTS, SUPPLIES, FISH
LARGE SELECTION OF DOMESTIC & JAPANESE KOI

- Aquarium Supplies
- Koi and Pond Fish
- Pond Supplies
- Aquarium Installation & Maintenance
- Fresh & Saltwater Fish
- African Cichlids
- Live Plants
- Live Rock
- Corals

Have a fish tank?
Your first tank maintenance is Free.
When you schedule your next 3 cleanings

3048 S. Broad St. • Hamilton, NJ • 609-888-3311
www.allquatics.com

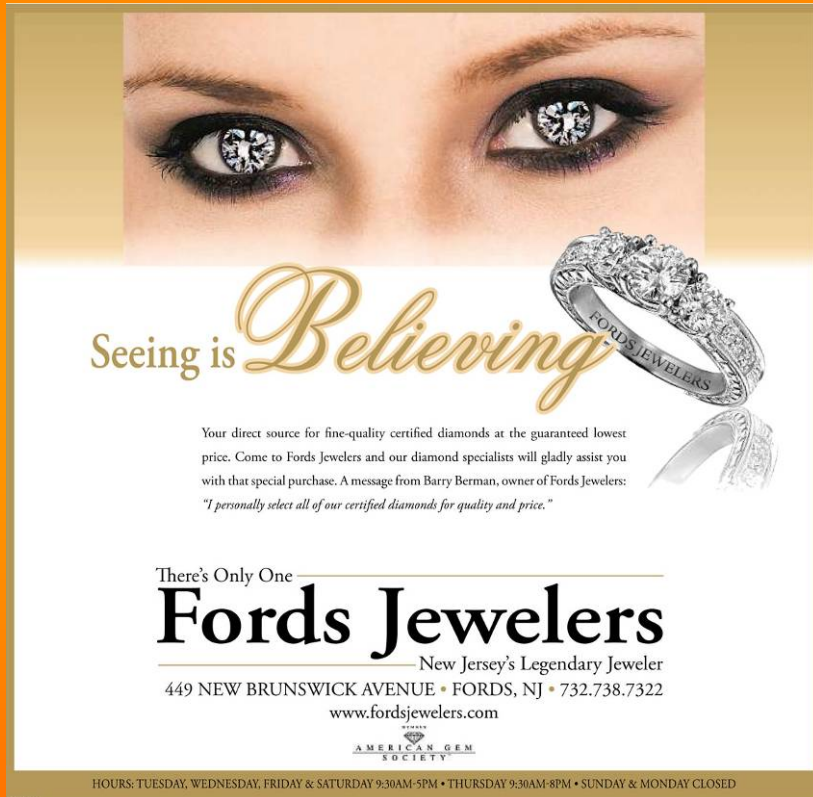
Open 7 Days
Mon-Fri 10am-8pm
Sat. 10am-6pm
Sun. 11am-4pm

*not including already discounted tank setups and feeder fish

VISA MASTERCARD DISCOVER

R5: Best Single Ad – Spot (1) or
Process Color, 31.5" SAU or Larger

Third Place, Daily Over 45,000



Seeing is *Believing*

Your direct source for fine-quality certified diamonds at the guaranteed lowest price. Come to Fords Jewelers and our diamond specialists will gladly assist you with that special purchase. A message from Barry Berman, owner of Fords Jewelers:
"I personally select all of our certified diamonds for quality and price."

There's Only One
Fords Jewelers
New Jersey's Legendary Jeweler
449 NEW BRUNSWICK AVENUE • FORDS, NJ • 732.738.7322
www.fordsjewelers.com

AMERICAN GEM SOCIETY

HOURS: TUESDAY, WEDNESDAY, FRIDAY & SATURDAY 9:30AM-5PM • THURSDAY 9:30AM-8PM • SUNDAY & MONDAY CLOSED

Home News Tribune

“Seeing Is Believing”

Lisa Hoffman
Deanna Ditty

R5: Best Single Ad – Spot (1) or
Process Color, 31.5" SAU or Larger

Second Place, Weekly

The Bernardsville News

“Landscape Aesthetics”

Sales Representative

Ellie Kresefsky

Artist

Sally Harris



LANDSCAPE AESTHETICS
INCORPORATED

The Art of Fine Landscaping

WIN TREES
Send a donation by 3/31/2010, benefiting and making payable to **Fighting Childrens Cancer Foundation** to Landscape Aesthetics Inc, 20 Old Quarry Road, Bernardsville, NJ 07924 and enter to win 7 large trees from Landscape Aesthetics' tree growing nursery to be furnished / installed on winners' property.
Valued at \$5,000

Please call 908-766-7200 for more details.

LANDSCAPE ARCHITECTS 908.766.7200 www.LandscapeAesthetics.com

R5: Best Single Ad – Spot (1) or Process Color, 31.5" SAU or Larger

Second Place, Daily Under 45,000

The Trentonian

“Let it Sew! Let is Sew!
Let it Sew!”

Sales Representative

Jurga Pareigyte

Artist

Samara Gabriel

*Let it Sew! Let it Sew!
Let it Sew!*

HEAVY DUTY MACHINE
Semi-Industrial sews all fabrics.
Lifetime parts guarantee.
LESS THAN HALF PRICE!! Now Only **\$139**

baby lock
FOR THE LOVE OF SEWING

SOFIA
Fully computerized sewing & embroidery machine. Connects to the computer for an abundance of software.
Trend-setting Sofia is full of ideas - the perfect friend for all of your embroidery and sewing projects. Compact in size, she always has something to show, like 70 built-in embroidery designs and 168 stitches. With a 4" X 4" embroidery field, convenient LCD Touch Screen and a USB slot for transferring designs through your thumbdrive, you can create all of your ideas with Sofia.

LOWEST PRICE EVER!! **\$559**

American Sewing & Vacuum Center

Mon - Wed 9:30 - 5:30
Thursday 9:30 - 8:30
Fri - Sat 9:30 - 5:30

PRINCETON SHOPPING CENTER
301 N. Harrison Street, Princeton, NJ 08540
800-522-8938
AmericanSewing.com

W I N T E R
SALE
U P T O
50% off
Starts December 27th
Doors open at 10am

*Quality Footwear For
The Entire Family*

**Men's
Women's
Children's**

While Supplies Last
Hurry In For Best
Selection

Carella's Shoes
A Fitting Experience Since 1946

2431 Nottingham Way · In the ♥ of Mercerville
(609) 587-5823 M-F 10-6 Sat 10-5

**R5: Best Single Ad – Spot (1) or
Process Color, 31.5" SAU or Larger**

Second Place, Daily Over 45,000

The Times

“Carella’s Winter Sale”

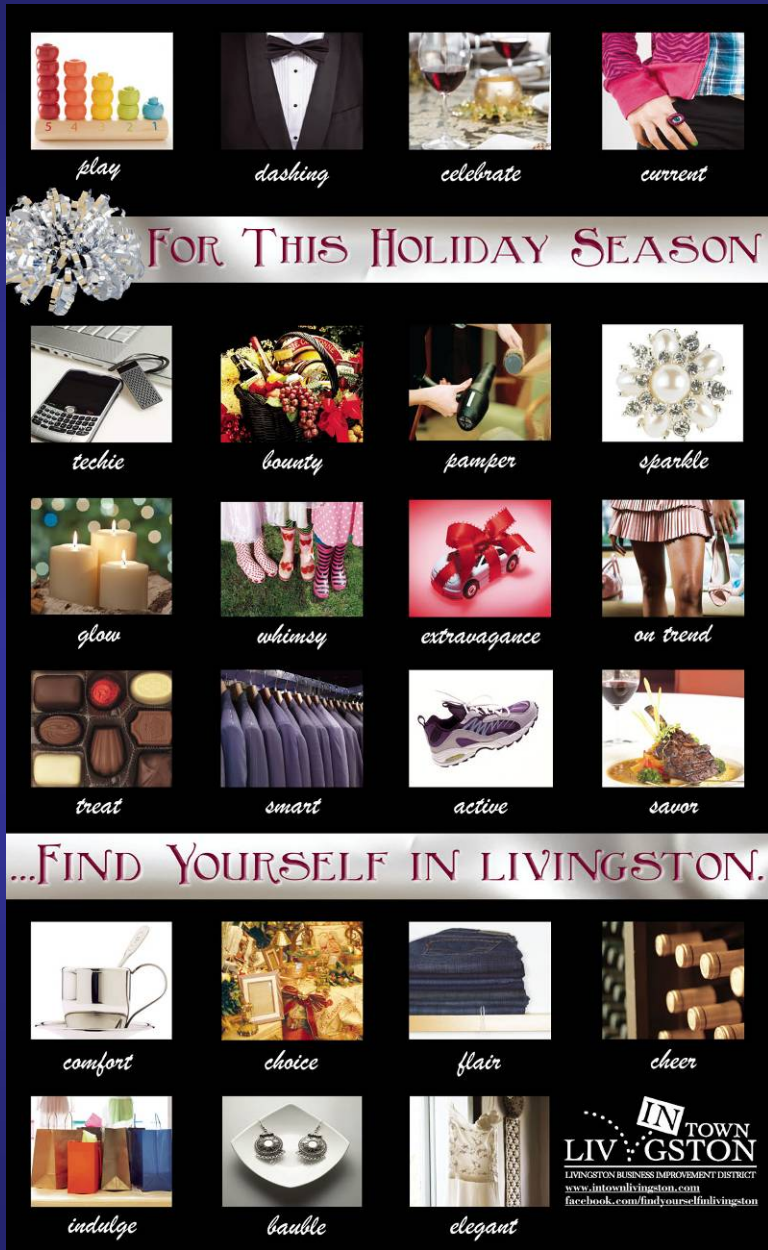
Sales Representative

Donna Poole

Artist

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION



R5: Best Single Ad – Spot (1) or Process Color, 31.5” SAU or Larger

First Place, Weekly

The West Essex Tribune

“For This Holiday Season – In Town Livingston”

Sales Representative

Jennifer Cone Chciuk

Artist

Karen Trachtenberg



R5: Best Single Ad – Spot (1) or Process Color, 31.5" SAU or Larger

First Place, Daily Under 45,000

The Trentonian

“It’s All About Black & White”

Sales Representative

Sandy Hopkins

Artist

Samara Gabriel

IT'S ALL ABOUT
BLACK & WHITE

OFFICINA BERNARDI
Inimitabile Idea Italiana

Silver Lazer

Diamonds

WIDE SELECTION OF EARRINGS, PENDANTS & MORE...

IF IT'S NEW OR DIFFERENT IT'S AT GOLDEN PLEASURES

AVAILABLE IN
• ALL WHITE
• PINK & WHITE
• BLACK & WHITE
• WHITE & YELLOW
• BLACK & YELLOW

Golden Pleasures
5 Mission Road, Bordentown, NJ (609) 291-1313 www.GoldenPleasuresJewelers.com

MONDAY 10-6, TUES. - FRI. 10-8,
SATURDAY 10-5, SUNDAY 10-4



Chance of
Thunders
High: 76
Low: 66

ASBURY PARK PRESS

APP.COM

75 CENTS

Odds vary on gaming, racing

Variety of ideas being floated to help casinos, horsemen

By JASON METHOD
STOCK PHOTO: SHUTTERSTOCK

TRENTON Since a state commission last month released initial recommendations about what to do with New Jersey's beleaguered gaming industries and Atlantic City, political and business players have been laying their next bets on

what fits will win out. Anthony Perretti and other horse owners, for example, believe a new style of wagering similar to the stock market could help save horse racing.

Steven Kates, a condominium building owner, would like to help build an aquarium and marketplace in Atlantic City, though officials

there talk more about the need to expand the city's airport and shopping areas.

Assemblyman Joseph R. Mulone III, Riverfront, believes Atlantic City's resurgence in the Meadowlands that was stopped amid construction, would make a great casino.

As the lobbying toward the future continues, Rutgers University

economist Michael Labeer said it's good that the Atlantic City casinos, which employ some 30,000 people, won the initial decision to keep slot machines away from the racetracks, which had for years been the focus of an "us vs. them" debate.

See Gaming, Page A3

N.J. champs fall to team from Hawaii



Manager Paul Deceglie confers with Toms River National player Joey Hergen at Lamade Stadium on Sunday. COMPLETE COVERAGE BEGINS IN SPORTS, PAGE D1.

Prosecutor appeals in 2 murders

Retrying defendants would be difficult

By KATHLEEN HOPKINS
STAFF WRITER

TOMS RIVER — With one key witness dead, another missing and a third without motivation to help the state because he is serving 20 years in prison, the Ocean County Prosecutor's Office asked the state Supreme Court to review the reversal of the convictions of two Bronx men in hopes of averting difficult retrials in one of southern Ocean County's most shocking crimes — the torture murders of a mother and son in Barnegat almost 10 years ago.

The state's highest court recently agreed to hear the prosecutor's appeal in the case of Dwight Gillispie and Gregory Butler, whose convictions for the 2007 shooting death of Christine Stano and Lennil T. Michael were overturned last year by a panel of appellate judges.

But the family of the victims isn't thrilled, saying the appeal will only drag out what has already been a tortuously long process.

"We thought we were going to trial," Terrell Stano, one of Stano's four surviving sons and Michael's brother, said on behalf of his family. "It didn't turn out that way."

Stano said if the prosecutor loses the appeal, the case will have to be retried, and a year or two will have been needed.

"We just wanted to get it over with," said Stano, a retired Ocean County corrections officer who formerly lived in Toms River but recently moved to Virginia.

See Appeal, Page A5

A heartbreaker for Toms River



STEPHEN EDLSON

WITH HILLMANSPORT BY
MITCHELL Edelson did her best to hold off the inevitable.

In just the last hour alone she witnessed her son, Billy, make a diving catch on a shrike line drive in right field to keep the Toms River National Little League within striking distance, and stood amid a throng of orange clad fans.

See Series, Page A5

WAIPOI, HAWAII 3 TOMS RIVER NAT. 1

many holding placards emblazoned with slogans like "We Are T.R." to give a raucous ovation after the final out in a 3-1 loss to Waipoi Little League of Waiipoi, Hawaii.

See Series, Page A5

APP.com
MORE ONLINE:
• Visit APP.com and search "Toms River Little League" for photo galleries of the 2018 team and a video taking a look back at the 1989 Toms River World Champions.

LOCAL
STILLWELL-HANSEN GRAND PRIX
Celia-Nick's Jewel also Springsgreen takes second place at 15th annual Mainland County Horse Show finale. **STORY, PAGE B1**

NATION & WORLD
HUNDREDS TAKE TO THE STREETS
Demonstrators clash in a site of a proposed arena that would be built near ground zero. **STORY, PAGE A4**

LOCAL
CRONER WOVES AUDIENCE
At 85, Tony Bennett shows an adoring crowd at Asbury Park's Paramount Theatre that he's still got star power. **STORY, PAGE A12**



BREAKING NEWS ON YOUR CELL PHONE:
Text #NJPA to 48686 or 610 to get breaking news. 3¢ per text. ©2018

ADVICE CLASSIFIED COMICS DATEBOOK EDITORIALS LOTTERIES OBITUARIES SPORTS

B4 C1 B5 B5 A11 A2 A8 A8 D1

A GANNETT NEWSPAPER
610-620-1171
www.press.com



Voted Best Supermarket 12 Years in a Row!

R5: Best Single Ad – Spot (1) or Process Color, 31.5" SAU or Larger

First Place, Daily Over 45,000

Asbury Park Press

“Voted Best Supermarket”

SuSan Chieco-Culkin

GO TEAM! ShopRite

BEST WISHES TO THE TOMS RIVER NATIONAL LITTLE LEAGUE™ TEAM FROM ALL OF US!

NJPA

NEW JERSEY PRESS ASSOCIATION

*Voted the Best Supermarket in the Asbury Park Press and Home News Tribune Readers Choice Awards.

**R6: Best Single Ad –
Any Size
Multi Spot or Full Color**

In a **Pickle** Over Lunch or Dinner?

Party Trays!

Under New Ownership!
Joe and Stephanie Shields
We are Committed to Customer Satisfaction!

New Hours: Mon.-Sat. 10-7; Sun. 10-4

Old Fashioned Style
Primo Hoagies
IT'S NOT JUST A HOAGIE...IT'S A PRIMO!

604 Haddon Avenue
Collingswood • 858-9700

Call us!
We Proudly Serve & Deliver to Every Town that The Retrospect Covers!

Tell 'em Friday the Cat sent you and receive these discounts!

\$5 Off!
Deluxe Tray or Larger

\$2 Off!
Whole-Size Hoagie or Larger

\$1 Off!
Primo-Size Hoagie or Larger

Expires 4/23/10

R6: Best Single Ad – Any Size, Multi Spot or Full Color

Third Place, Weekly

The Retrospect

“In a Pickle Over Lunch or Dinner?”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

R6: Best Single Ad – Any Size, Multi Spot or Full Color

Third Place, Daily Under 45,000

Courier News

“IHOP Bridgewater”

Sales Representative

Sue McCooe

Artist

Donna Van Zandt

20% OFF TOTAL CHECK MON-SAT ONLY
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

\$3.00 OFF ANY \$15.00 PURCHASE MON-SAT ONLY
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

\$5.00 OFF ANY \$20.00 PURCHASE MON-SAT ONLY
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

Celebrate Your Birthday! Monday-Saturday, Receive 25% OFF TOTAL CHECK
Parties of 7 or More
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

LUNCH SPECIAL! MONDAY-FRIDAY \$6.99
Includes Choice of Entree, French Fries or Soup
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

SENIOR APPRECIATION! 20% OFF TOTAL CHECK every day except Sunday
793 Route 202 North • Bridgewater, NJ 08807-3933-6640
With coupon. Cannot be combined with any other offer. Exp. 7/31/10

CELEBRATING OUR 2nd ANNIVERSARY!

Courier News
2009 One of the Best
IN CENTRAL JERSEY

THANK YOU
TO OUR CUSTOMERS FOR VOTING US
"ONE OF THE BEST" FAMILY RESTAURANTS!

DO NOT FORGET DAD ON FATHER'S DAY!



IHOP RESTAURANT

Come hungry. Leave happy.

EVERY DAY: KIDS EAT FREE
One Free Kids Meal per Adult, 4pm-10pm
Every Wednesday & Thursday, Visit With Clown - Free Balloons & Face Painting
Fridays - Magic Show from 6:00-8:00pm

Every TUESDAY: SENIOR SPECIAL!
Buy One Meal, Get Second FREE W/Purchase of Two Soft Drinks

EVERY MONDAY-FRIDAY:
Early Bird Breakfast Specials \$4.99 (6-10am) | Lunch Specials from \$6.99 & \$7.99 (10am-2pm)

CATCH ALL THE NEWS & SPORTING EVENTS ON OUR CABLE TVS!
CORPORATE DISCOUNTS
Book Your Next Meeting - We Have Internet Capabilities

793 Route 202 North • Bridgewater, NJ 08807 • 908-393-6640
Open 7 days a week: Sun-Thu 6am-10pm • Fri & Sat, 6am-11pm

R6: Best Single Ad – Any Size,
Multi Spot or Full Color

Third Place, Daily Over 45,000



The advertisement features a sandy beach background with a palm tree and a beach umbrella. The text is arranged as follows:

- Summer CLEARANCE SALE** (with 'Summer' in script and 'CLEARANCE SALE' in bold block letters)
- Quality Footwear For The Entire Family*
- STARTS TOMORROW** (in a dark blue rounded rectangle)
- Doors Open At 10AM
- MOST SUMMER STYLES** (in bold block letters)
- 50% off** (in very large, bold, black letters)
- MEN'S • WOMEN'S • CHILDREN'S SUMMER STYLES** (in bold block letters)
- Carella's Shoes** (in a large, elegant script font)
- A Fitting Experience Since 1946*
- 2431 Nottingham Way · In the ♥ of Mercerville
- (609) 587-5823 M-F 10-6 Sat 10-5
- While Supplies Last • Hurry In For Best Selection**

Payment logos for Visa, MasterCard, American Express, and Discover are located in the bottom right corner of the ad.

The Times

“Summer Sale Carella’s”

Sales Representative

Donna Poole

Artist

Gaylen Gallimore

BREWERS

TOWNE TAVERN
"WHERE FRIENDS MEET"

239 Haddon Ave., Haddon Twp. ♦ 854-5545
WWW.BREWERSTOWNETAVERN.COM

Come visit us at the
HADDON TWP. BLOCK PARTY
ON SEPTEMBER 25
where we will be participating in the
BEER GARDEN and also
staffing a booth serving up
OUR FAMOUS SAUSAGE SANDWICHES!

Join us as we celebrate our
4TH ANNIVERSARY
ON OCTOBER 2
where we will be providing
entertainment, food and prizes.
Our resident house band,
OUT OF THE BLUE will be performing.
Party starts at 3 p.m.!

**R6: Best Single Ad – Any Size,
Multi Spot or Full Color**

Second Place, Weekly

The Retrospect

“Brewer’s Towne Tavern”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

R6: Best Single Ad – Any Size, Multi Spot or Full Color

Second Place, Daily Under 45,000



hair extensions

PINK HAIR FOR HOPE

Wear Pink Hair!

October is Breast Cancer Awareness Month, which is why now through October, when you donate **\$10**, you will receive one pink hair extension to show your support!

We're part of the CURE

Pro haircutters proudly joins The Susan G. Koman Foundation and The National Breast Cancer Foundation in a month long fundraising event.

Upcoming dates to remember:

October 1st through 30th:

- Pink hair for hope. We will be offering pink hair extensions for a \$10 donation
- Hope tags available for a \$1 donation
- Donate your spare change and get a chance to take a guess at how many lifesavers are in the jar: winner will receive a \$25 gift certificate from Prohaircutters
- Make any \$\$ donation and receive a chance to win a basket full of hair products

October 30th: Super Saturday we will have a retail promotion with a % of sales going to the foundation; spin the prize wheel, and the winners of baskets and lifesaver jar will be picked

Pro haircutters
KOHL'S SHOPPING PLAZA
Routes 10 & 202
Morris Plains, NJ 07950
973-285-5144
NO APPOINTMENT NECESSARY

Event will also take place in our Rockaway, Parsippany & Randolph Locations

Daily Record

“Pro Haircutters”

Sales Representative

Brenda Newkirk

Artist

Janet Zeek

THE TIME MACHINE BAND

All events will be held at
The Regency House Hotel

140 Route 23 North, Pompton Plains, NJ



Every Wednesday
from 6pm - 9pm
Joe Corey
Time Machine Trio

Dinner & Dancing
Dinners \$19.00

No cover with dinner
\$10 cover for drinks only
Reservations are a must

Friday, Dec. 17th
It's the Full Band
The Time Machine
14 Piece Band & DJ Rich

Full Buffet, Show & Dancing
\$49.95

+Tax & Gratuity pp

Cash Bar

Limited to 400 Guests

Reserve your company tables now!

The Best

New Year's Eve Party
in town!

The Time Machine Band

December 31st, 2010

from 8pm til 2 am

with Premium Open Bar

Full 6 Course Dinner, Dancing & Show

with the Time Machine Band

\$80

per person all inclusive

\$275 per couple with hotel room
and breakfast buffet

Call Now for Reservations!

973-696-6525

**R6: Best Single Ad – Any Size,
Multi Spot or Full Color**

Second Place, Daily Over 45,000

The Record
(Bergen County)

“The Time Machine Band”

Joe Bionci
Barbara Bucher

NJPA
NEW JERSEY PRESS ASSOCIATION

R6: Best Single Ad – Any Size, Multi Spot or Full Color

First Place, Weekly



*Halloween
and More Store*

**Don't get robbed
on the highway!**

Lowest prices! Shop locally!
All costumes • All brands
Fashion accessories
Beauty supplies • Gifts
Christmas Items

50% OFF
Everything in the store
through 9/29/10

Coppertree Mall
350 Ramapo Valley Rd • Oakland, NJ
201.644.0578
www.njhalloweenstore.com

0000000118-01

Wyckoff Suburban News

“Halloween and More Store”

**Barbara Nasonte
Dale De Fino**

R6: Best Single Ad – Any Size, Multi Spot or Full Color

First Place, Daily Under 45,000

New Jersey Herald

“American Red Cross –
Military Families”

Sales Representative

AnnaMarie Heverly

Artist

Eileen Lakatos

The Sussex County Chapter *of the* American Red Cross

Would like to thank our military and their families for their service to our country. We appreciate your sacrifice, dedication and strength.



The
American
Red Cross is
here to
serve you
and your
families.

- Emergency communications 24/7, 365 days
 - Veteran service referrals
- Emergency financial assistance resources
- Assistance in obtaining counseling, referrals and information

**“Military Families are never
alone in Sussex County”**

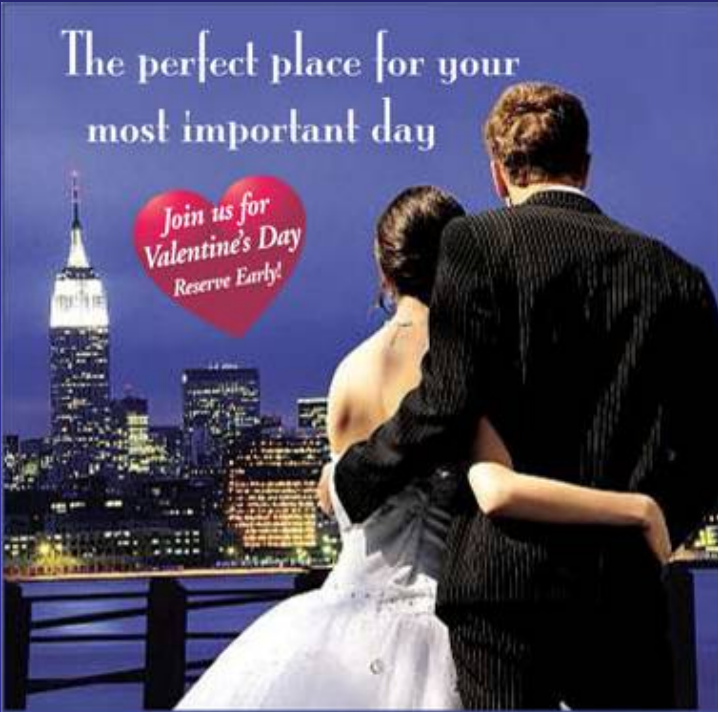
*Please join us to celebrate and remember our military
this Memorial Day at Newton's Memorial Day parade
down Spring Street at 10:00 a.m.*



**American
Red Cross**
Sussex County Chapter

93 Spring Street, Newton * 973-579-1600 * www.sussexredcross.org

The perfect place for your
most important day



Join us for
Valentine's Day
Reserve Early!

Spectacular view of the New York City Skyline
Superior Cuisine
Professional staff who ensure your wedding
day is a memory of a lifetime

WATERSIDE
RESTAURANT & CATERING

Open 7 Days for Lunch and Dinner • Sunday Brunch
Formerly Frank's Waterside - Under New Ownership
7800 B River Road • North Bergen • 201.861.7767
watersiderestaurantandcatering.com

**R6: Best Single Ad – Any Size,
Multi Spot or Full Color**

First Place, Daily Over 45,000

The Record (Bergen County)

“The Perfect Place
for your Most Important Day”

Sales Representative

Kathy Friedman

Artist

Ginny DeFillippis

NJPA
NEW JERSEY PRESS ASSOCIATION

**R7: Best Campaign
for One Advertiser
Using Multiple Products**

R7: Best Campaign for One Advertiser Using Multiple Products

Third Place, Weekly

The Bernardsville News

“Classic Home & Garden”

Sales Representative

Ellie Kresefsky

Artist

Toni Codd

Storewide Sale up to 60% OFF



Classic Home & Garden - The Mall at Far Hills
Fine Interior and Exterior Design Services & Space Design
Upholstery & Cushions, Home Furnishings & Accessories • Refinish, Paint & Repair Outdoor Furniture

All Weather Wicker • Cast Aluminum • Teak • Simulated Wood
Lloyd Flanders, Gensari Casual Living, Gloster, Seaside Casual and more...
Outdoor Furniture, Upholstery & Cushions, Tabletop Linens, Gifts, Home & Garden Accents
Unique Garden Statues & Birdhouses, Garden Pots, Urns & Planters

The Mall at Far Hills • Rt. 202, Far Hills, NJ • 908-306-0372
(Located in the Far Hills Post Office Complex the grey buildings next to Country Curtains)
Monday - Friday 10:00am - 5:30pm • Saturday 10:00am - 5:00pm • Sundays by Appointment Only
*Sale may not be combined with sale / gift or donation coupons

*We've Moved
Across The Terrace
Come Visit Our
New Expanded
Showroom*

R7: Best Campaign for One Advertiser Using Multiple Products

Second Place, Weekly

The SandPaper

“Sea Shell”

Sales Representative

Cindy Linkous

Artist

Adrian Antonio

the Sea Shell
RESORT & BEACH CLUB

Oceanfront Dining in the heart of Beach Haven

2 Great Restaurants - 1 Beautiful Location

The Palm Tree Restaurant
Casual Oceanfront Dining Under Our 2000 Square Foot Tiki Hut. Come Experience what everyone is talking about. Take a trip to the islands...if just for a few hours.

Just a sampling of our menu Open daily for dinner at 5pm

Lobster & Crab Feast
Sunday & Monday Nights
1/4 lb. Maine Lobster or 1/4 lb. Alaskan Snow Crab, Manhattan Clam Chowder, Corn on the Cob, House Salad and Roll & Butter
\$17.95

Sea Shell Salad
Red leaf and crispy romaine, red onion, grape tomato, dried cranberry and candied walnuts, tossed with a mango vinaigrette and topped with sliced mango and feta cheese

Crab Cakes
Hands Down LBI's Best Jumbo Lump Crab Cake. Our famous twin fresh Maryland Lump cakes
Casual Grill menu also available at Dinner • Specials Change Daily • Dine inside our beautiful Caribbean style dining room or outside under The Giant Tiki Hut

Prime Rib
Tuesday and Wednesday Nights
12 oz. Slow Roasted Prime Rib
House veggies and baked or dirty rice
20 oz. Captains Cut
Comes with Special Dessert
\$17.95

Shrimp Kabobs
Jumbo shrimp, zucchini, red bell pepper & red onion, char grilled then Asian glazed

Louis & Clark
A light sauté of extra virgin olive oil, Jersey asparagus, fresh garlic, jumbo shrimp, prosciutto, tomato and penne

Citrus Tequila Shrimp
Jumbo Gulf Shrimp, sautéed with summer veggies, Jose Cuervo Tequila flamed over tangy citrus rice

Seafood Trio
Our famous **JUMBO** lump crab cake, combined with a 4 oz. South African lobster tail, and two **JUMBO** stuffed shrimp

Filet Mignon
Grilled 10 oz. prime angus tenderloin, merlot demi-glaze. Add a 4 oz. South African Lobster tail

Delectable Homemade Desserts
New Orleans Bread Pudding
Belgian Waffles
Homemade Chocolate Chip, Brownie Sundae
Fried Cinnamon Apples
Key Lime Pie
Chocolate Lovers Chocolate Cake

Kids Love It Here!

The Palm Grill
Lunch on The Beach
Pool Side by Tiki Bar
Relax, bring the whole family, Kids love it here!
Featuring fresh fish, burgers, crab cake sandwiches, salads & more

Raw Bar & Appetizers
Clams on the Half Shell
Jumbo U-Boat Shrimp
Jumbo Lump Crab Cocktail
Black & Blue Tuna
Shrimp in the Rough
Oysters on the Half Shell
Shrimp Cocktail
Smoked Yellowfin Tuna Spread
Chips and Salsa
Conch Fritters

Burgers, Wraps, Paninis & More
Beach Burger
Big Kahuna Burger
Baja Fish Tacos
Sesame Tuna
Mahi Mahi
Florida Key's Fish "Samich"
Crab Cake
Jumbo Hot Dog

Grilled Chicken
Reuben Panini
Italian Panini
Panini Club
Chicken Wrap
Crispy Thai Chicken
Brick Oven Pizza
Pineapple Chicken

Crispy Stuff
Clam Strips and Chips
Chicken and Chips
Coconut Shrimp
Buffalo Chix and Chips

Green Stuff
Served in a spinach tortilla bowl or in a wrap
Fresh Market Salad
Taco Salad
Sea Shell Caesar

Kids Menu Available
Open Daily for Lunch at 11:30. Dine under our Tiki Hut or on the Sun Deck

492-4611 • Centre St. at the Beach • Beach Haven

R7: Best Campaign for One Advertiser Using Multiple Products

First Place, Weekly

The SandPaper

“Fantasy Island”

Sales Representative

Cindy Linkous

Artist

Adrian Antonio

Visit our website for our calendar of events

Celebrate the Carousel

AT FANTASY ISLAND

Have your special party At Fantasy Island

DID YOU KNOW?
Fantasy Island's Carousel has 80 custom designed horses. Each horse has a name. Buddy is the lead horse and the only stationary horse.

NEW AT FANTASY ISLAND
Chef's Corner
Featuring Our Signature **CRABBY BURGER!**

FREE ENTERTAINMENT
Believe In Magic
Star Spangled Magic
Celebrate Carousel Wonders
Christmas in July
Reptile World

FUN RIDES
For kids of all ages
P.F.P. Fridays In Season
Pay One Price: 2-7pm

FAMILY ARCADE
Hundreds of games,
thousands of prizes.
Open year round

Arcade open year 'round
Rides open in season

320 7th St. Beach Haven • 492-4000 • www.fantasyislandpark.com
Free parking • Atm on premises • SMOKE FREE

R7: Best Campaign for One Advertiser Using Multiple Products

First Place, Daily Under 45,000

Daily Record

“Par-Troy Funeral Home”


Sales Representative

Chris Konsulis

Artist

Frank Barbaro

*“Where Service Makes the Difference
with Family Serving Families”*



**Par-Troy
Funeral Home**
SERVING MORRIS COUNTY SINCE 1963

- ◆ **SERVING ALL FAITHS**
- ◆ **PRE-ARRANGED FUNERAL SERVICES**
- ◆ **AMPLE ON-SITE PARKING**
- ◆ **HANDICAP ACCESSIBLE**

| | |
|-------------------------------------------------------------|-------------------------------------------------------------|
| Ronald DiMaggio PRESIDENT + MANAGER LIC. #2989 | Christopher Killeen SENIOR DIRECTOR LIC. #3792 |
| Gina M. DiMaggio-Snyder DIRECTOR LIC. #4281 | Renee M. DiMaggio DIRECTOR LIC. #4353 |

95 PARSIPPANY ROAD, PARSIPPANY
973.887.3235

**R8: Best Advertising Campaign
or Series – Black & White
Smaller than 31.5" SAU**

**R8: Best Advertising Campaign or Series –
Black & White, Smaller than 31.5" SAU**

Third Place, Weekly

The SandPaper

“Wink”

Sales Representative

Steve Havelka

Artist

Staff



Wink


**Great New Styles
Arriving Daily
Clearance on '09 Inventory**

19th St. & LB Blvd.
Surf City
609-361-9300
Open Fri. - Sun.



R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5” SAU


Third Place, Daily Under 45,000



**Clinical
Research
Laboratories, Inc.**

Do you experience urine loss beyond your control when you laugh,
cough, sneeze or during other physical activities?

Millions of Women Do.



Clinical Research Laboratories, Inc., currently seeking:

- Females ages 18-65
- Involuntary loss of urine during physical activity or physically stressful events, such as coughing, laughing, or lifting something heavy
- to participate in a two week study. You will be compensated for your time and travel upon completion of the study.

For details call the Recruiting Dept. : (732) 562-1010 ext. 210/212

AP-0000371128 www.cri-inc.com/new_studies

Courier News

“Clinical Research”

Sales Representative

Novlette Griffin

Artist

Donna Van Zandt

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5" SAU

Third Place, Daily Over 45,000

BASEBALL PLAYOFFS ★ ★ ★
WE HAVE FOX! **NFL SUNDAY**
We Have the Direct TV NFL Package!
We Get ALL the Games!

Specials During the Playoff Games

- ★ \$3.99 8 oz. Burger
Hand Crafted, Never Frozen
- ★ \$3.99 Sliders
- ★ \$2.99 Italian Hot Dogs
All come w/Fries, Coleslaw & Pickle
- ★ 11 Wide Screen TVs
- ★ \$3.50 Bar Pies
- ★ \$1 Domestic Mugs
- ★ \$1.75 Domestic Bottles & Pints
During the games

the **Sticky Wicket**
2465 South Broad St. Independence Plaza
609-439-0007 www.stickywicketgrill.com

3189007

The Times

“The Sticky Wicket”

Ruth O’Neill
Jason Mathis

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5" SAU

Second Place, Weekly

The SandPaper

“The Cheese Shoppe”

Sales Representative

Tony Matthews

Artist

Staff

the Cheese Shoppe  Voted #1 Gourmet Shop on LBI

WE'RE BACK

Perfect For Memorial Weekend!

- Over 100 Varieties of Cheese
- French Bread
- BBQ Sauces
- Olive Oils
- Pasta
- Party Trays
- Gift Baskets

And A Whole Lot More!

Now Open
Thursday - Monday 9am-6pm

494-4630 1800 Long Beach Blvd., Surf City
(Corner of 18th & Blvd.)

*Fresh Roasted Coffee Beans
Ground To Order
Great New Flavors*



**R8: Best Advertising Campaign or Series –
Black & White, Smaller than 31.5” SAU**

Second Place, Daily Under 45,000

**NOTHING
BRIGHTENS
A ROOM LIKE
CLEAN DRAPES**



Take Down and
Rehang Service
Available

908-756-0100

G.O. KELLER'S
better dry cleaning since 1894

Westfield • 11 E. Broad St
Plainfield • CORNER SOUTH AND LELAND
No. Plainfield • 379 Somerset St.

Adjust•a•Drape
DRAPERY CLEANING SPECIALIST

Courier News

“G.O. Kellers”

Sales Representative

Jen Rosener

Artist

Donna Van Zandt

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5” SAU

Second Place, Daily Over 45,000

The Star-Ledger

“Westfield Diner”

Sales Representative

Ron Ostroff

Artist


Staff

Wraps • Waffles • Pancakes • Homemade Desserts • Burgers • Sandwiches • Wraps • Paninis •
Steaks • Kabobs • Seafood • Tuesday Greek Night • Falafel • Omelettes • Salads •
• Wraps • Paninis • Steaks • Kabobs • Seafood • Tuesday Greek Night • Wednesday Italian Night • Falafel • Hummus • Kids' Meals \$3.25 + up • Fajitas •
Omelettes • Salads • Wraps • Waffles • Pancakes • Homemade Desserts • Burgers • Sandwiches

CEREAL KILLER

Why have a cold, bland breakfast?

When you can join us for eggs (any style), pancakes, French toast or just coffee and a bagel. Breakfast is the most important meal. Make it hot out of a kitchen. Not cold out of a box.



The Westfield Diner
309 North Avenue East, Westfield
(908) 233-5200 • WestfieldDiner.net

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5" SAU

First Place, Weekly

The SandPaper

“Francie Milano”


Sales Representative

Cindy Linkous

Artist

Staff

Bringing a new dimension to kitchen design



Visit our showroom and experience the difference
M-F 8am - 4pm · Sat. by appointment

Francie Milano
KITCHENS, INC.

1418 Central Avenue, Ship Bottom, NJ 08008
(609) 494-0011

Wood-Mode
FINE CUSTOM CABINETRY

BROOKHAVEN
CABINETRY

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5” SAU

First Place, Daily Under 45,000

Courier News

“Gold & Silver”

Sales Representative

Sue McCooe

Artist

Donna Van Zandt

Spring Into
CASH!!
Bring in your unwanted, unusable items and we'll give you...
CASH

WE BUY: *Gold and Silver Jewelry (New, Used, Broken)
Gold and Silver Bullion / Coins
Antiques • Collectibles • Vintage Items*

GOLD & SILVER
REFINERY

62 West Somerset St
Raritan, NJ 08869 **908.725.9470**
Open Monday-Friday 10am-5pm; Saturday 11am-2pm

*At-Home
Service!
FREE Value
Assessment!*

AP-5000250847.PDD

BOAT SAFETY CLASS
*Must complete to operate
a power boat.*



**AMERICAN
LEGION POST**
Bridgewater, NJ
77 Old York Road
April 12th and 13th
April 21st and 22nd

***Walk-Ins Welcome!**

2-Day Class • 6:00-9:30 pm Each Night
Call to Register • 908-722-7123 • \$60 per person

AP-5000291754.PDD

CLICK
WWW.JERSEY
FOR ALL YOUR AU
JUST

NORTH PLAIN
545 RT. 22 WEST
908.755.6400 • WWW

AP-5000291754.PDD

R8: Best Advertising Campaign or Series – Black & White, Smaller than 31.5” SAU

First Place, Daily Over 45,000

The Star-Ledger

“Al’s Prime Meats, Deli
and Pizza”

Sales Representative

Ron Ostroff


Artist

Staff

\$15.95=2π

Translation: Get two pizzas for \$15.95

You don't have to be a math whiz to figure out this is a good deal. That's two full size, hand made pizzas with the freshest ingredients, real cheese and sauce from real tomatoes for \$15.95. No, this is not a typo. It's an invitation to dinner.



Al's Prime Meats, Deli & Pizza
345 North Avenue, Garwood
(908) 789-2770
AlsPrimeMeatsAndDeli.com

**R9: Best Ad Campaign or
Series – Black & White
31.5" SAU or Larger**

Join us as we partner with individuals and businesses from across the state to reach the ultimate goal of



Sign on to support the Reform Agenda for an Affordable NJ

Reform the tax structure to keep residents & businesses in New Jersey.

Reform the public employees' pension system to make it affordable & sustainable.

Reform the public sector bargaining system to reflect the public's ability to pay.

Reform New Jersey's dependence on local property taxes.

The Reform Agenda for an Affordable New Jersey, when enacted, will take the necessary steps toward keeping residents and business in New Jersey. The Agenda is a consensus document, developed from the recommendations offered by business owners and the general public who attended the October 2, 2009 public policy forum, "Making New Jersey Affordable for Businesses & Residents." Presenting four principles for systemic change, the Reform Agenda addresses those issues that will provide relief to the high cost of living and working in New Jersey.

Support is growing!
Our Legislators will have to listen and take action!

Simply log onto www.makenjaffordable.com & post your name and email address.

You will be kept up to date as we tell our elected officials that it is time for a change.

For further information, call Takeena Deas, Director of Public Affairs, at 908-218-4300

R9: Best Ad Campaign or Series – Black & White, 31.5" SAU or Larger

Second Place, Daily Under 45,000

Courier News

“Somerset County Business Partnership”

Sales Representative

Sue McCooe

Artists

Donna Van Zandt
Judy Coddington

Oil/Gas Tank Problems?
Residential • Commercial
Fully Licensed & Insured

ADVANCED TANK SYSTEMS INC.

Free Estimates
CALL **(609) 882-8385**
NJ State Grant Information Kits Available

- Tank Removal
- CLOSURES
- INSTALLATIONS

MACHINERY MOVING
LOCAL OR NATIONWIDE
SINGLE MACHINE OR ENTIRE PLANT

VVAI
Trucking & Rigging, Inc.

- PACKERS
- CRANES
- CONSOLIDATION
- MILLRIGHTS
- SPECIALIZED HAULERS
- WAREHOUSING

115 Truman Drive • Edison, New Jersey 08817
732-810-8100 1-800-824-4329 FAX 732-819-0707
E-mail: mail@vzrigging.com
www.vzrigging.com

Somerset County Coalition on Affordable Housing
Do You Want To Buy A Home?

The Housing Buying program can be overwhelming. Let us make one of the biggest financial commitments of your life, set your own path to affordable housing, and ensure you have the information and skills needed to make wise decisions before you buy.

SCCHH is a non-profit that offers FREE one-on-one and group education programs for individuals and families who want to purchase in NJ.

Call for more information about:

- Pre-Purchase Counseling
- First Time Homebuyer Grants (For Downpayment and Closing Costs)
- Purchase Opportunities for Older Adults (65+)
- Federal Housing Stimulus Information

Call for An Appointment - 908-704-8669
Monday - Friday 9am - 5:30pm
www.sccchh.org

GOLDSTEIN LAW FIRM, LLC

Wills, Trusts & Estates | Estate Litigation
Business Law | Commercial Litigation
Real Estate Law

ELIOT M. GOLDSTEIN, ESQ.
ATTORNEY AT LAW

92 EAST MAIN STREET, SUITE 404
SOMERVILLE, NEW JERSEY 08876

PHONE: 908-450-7250
FAX: 908-450-7249
WWW.ELIOTM.GOLDSTEIN.LAW.FIRM.COM

I carpool because...



... I care about the environment. Every little bit that we conserve today makes the future that much better for generations to come.

Tracy McCulloch - Bridgewater

... of the peace of mind I get from knowing that I am contributing one less vehicle to the pollution and traffic congestion on our roads.

Scott Searle - Gladstone



... it gives me more quality time with my spouse who is also my rideshare partner. We started carpooling when the price of gasoline rose to exorbitant prices. Now we simply enjoy this special time together.

Mary McCarthy - Somerset

You can carpool too. Search for your perfect match using the new Stars for Cars program at www.ridewise.org or call (908) 704-1011.

RIDEWISE 
an affiliate of the Somerset County Business Partnership

Ridewise TMA prepared this document through a grant financed in part by the New Jersey Department of Transportation (NJDOT) and the Federal Highway Administration (FHWA). This document is disseminated under the sponsorship of NJDOT in the interest of information exchange. The State of New Jersey assumes no liability for its contents or use thereof.

**R9: Best Ad Campaign or Series –
Black & White, 31.5" SAU or Larger**

First Place, Daily Under 45,000

Courier News

“Ridewise”

Sales Representative

Sue McCooe

Artist

Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

**R10: Best Ad Campaign
or Series – Color
All Sizes**

R10: Best Ad Campaign or Series – Color, All Sizes

Third Place, Weekly

The Retrospect

“Charm Dress Boutique”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

Semi-Annual
SALE

*Enjoy generous savings on
dresses for girls of all ages.*

January Tiered Savings...

Buy 1 Dress at 20% Off!
Buy 2nd Dress at 30% Off!
Buy 3rd Dress at 40% Off!
Buy 4th Dress at 50% Off!

only at... **charm**

Mix, match and save on toddler, tween teen and adult!
**All sales are final, no returns or refunds.
Cannot be combined w/any other coupons or offers.*

www.charmnj.com
697 Haddon Ave., Collingswood • 833.1697

Homestyle
KITCHENS & BATHS

www.homestyle-kitchensbaths.com

**It's Time For A
New Kitchen**

- **Factory Rebates**
- **Free Glazed Finish**
- **Lifetime Warranty**

See The Full Line Of Showplace
Semi Custom Cabinetry At
Homestyle Kitchens & Baths

Free Cabinet Hardware
With The Purchase Of A New Kitchen
\$300 Value
(Expires 9/30/10. Applies to select hardware.)

*Bring us your measurements
for a free design consultation!*



Granite Countertops
Starting at \$49⁰⁰ Per Sq. Ft.

*Must purchase new kitchen cabinets for this
promotional price. 35 sq. ft. Minimum.*



**Powder Room
Upgrade**

*Hardwood, Cherry Stained
30" Vanity With Granite
Countertop, Sink &
Matching Mirror*

**Now Only
\$499**

*Other Sizes & Styles
Available*



Not actual size



Homestyle Kitchens & Baths

Coupon
\$500 Off
Purchase of Kitchen Cabinets*
*\$5,000 Minimum Cabinet
Purchase. Cannot Be Combined
With Any Other Offers.
Expires 04/30/10



Homestyle Kitchens & Baths

A full service Kitchen and Bath showroom, we offer cabinetry, countertops, tile, plumbing fixtures, shower doors, hardware, design and management services.

www.homestyle-kitchensbaths.com
908-979-9000
Mon-Fri 9-5, Sat. 9-2

453 Rte 46, Hackettstown, NJ
(across from the Subaru car dealer)

**R10: Best Ad Campaign or Series –
Color, All Sizes**

Third Place, Daily Under 45,000

Daily Record

“Homestyle Kitchens”

Sales Representative

Kate Commarato

Artist

Frank Barbaro

NJPA
NEW JERSEY PRESS ASSOCIATION

R10: Best Ad Campaign or Series – Color, All Sizes

Third Place, Daily Over 45,000

The Times

“Roma”



Sales Representative

Michael Hoffman

Artist

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION

Bringing the **Shore** to your **Door!**

Now available at
Bayard's Chocolate House
in Cherry Hill...

Bassett's
EST. 1887
ICE CREAM

Bassett's Ice Cream from Reading Terminal Market (FRESH! hand-dipped)

Also introducing..

James' and Fralinger's Saltwater Taffy & Johnson's Original Caramel Popcorn

BAYARD'S
CHOCOLATES

Route 70 • Cherry Hill • 663-2565

| | |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <p>Spend over \$20 & get a half-pound of...</p> <p>Free Fudge!</p> <p>Expires 7-30-08</p> | <p>Free Ice Cream!</p> <p>Expires 7-30-08</p> <p>Buy 1 Bassett's Ice Cream (cup or cone) & get 1 free!</p> |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|

R10: Best Ad Campaign or Series – Color, All Sizes

Second Place, Weekly

The Retrospect

“Bayard’s Chocolates”

Sales Representative

Brett Ainsworth

Artist

Mark Zeigler

R10: Best Ad Campaign or Series – Color, All Sizes

Second Place, Daily Under 45,000

Courier News

“Somerset Farms”

Sales Representative

Jen Rosener

Artist

Donna Van Zandt

Somerset Farms Inc.
FRESH FRUIT & VEGETABLE MARKET

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|----------------------------------------------------|---------------------------------------------------|---------------------------------------------------------|
| Mild SLICING PROVOLONE 3.99 lb | Boar's Head PEPPERONI 3.99 lb | Hormel DiLusso GENOA SALAMI 5.99 lb |
|----------------------------------------------------|---------------------------------------------------|---------------------------------------------------------|

Fresh
MOZZARELLA
5.99lb

FRESH FISH
Thursday - Sunday

COUPON
\$1.00 OFF your purchase of \$20 or more
Limit 1 offer per customer. Offers may not be combined. exp. 4/15/10

950 RT. 22 E | North Plainfield **908-757-7730** Store Hours: Monday-Saturday 9am-7pm; Sunday 9am-5pm
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While supplies last. Not responsible for typographical errors. Prices good thru 04/12/10.

R10: Best Ad Campaign or Series – Color, All Sizes

Second Place, Daily Over 45,000

The Times

“Carella’s”



Enjoy a smooth ride with maximum stability and cushioning in the 1012

Carella's Shoes
A Fitting Experience Since 1946
2431 Nottingham Way · In the ♥ of Mercerville
(609) 587-5823

THE 1012

LOVE/hate. this is the new balance

You can't spell CARELLA'S without CARE. In the heart of Mercerville, we service, we fit, we CARE. Stop in and check out THE 1012. With it's extra deep toe box and maximum stability and cushioning you will walk and run with a whole New Balance!



new balance®

Sales Representative

Donna Poole

Artist

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION

Holidays Got You
Stressed?

Call Today
 And End
 The Pain!

Call Today
 for a FREE
 Consultation.
 \$150 value. Free with
 mention of this ad.

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- Neck Pain • Sciatica • Knee Pain
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 Color, All Sizes**

First Place, Weekly

The Madison Eagle

“Total Health”

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Renee Illan

Artists

Toni Codd
Sally Harris

NJPA
 NEW JERSEY PRESS ASSOCIATION

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5-13 years

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R10: Best Ad Campaign or Series –
Color, All Sizes

First Place, Daily Under 45,000

Daily Record

“Lakeland Hills”

Sales Representatives

Peter Bocchieri

Chris Konsulis

Barbara Miele

Artist

Janet Zeek

NJPA
NEW JERSEY PRESS ASSOCIATION

ADVERTORIAL
Living with seasonal affective disorder

By Laura Evans
Special to The Star-Ledger

Writer William Arthur Ward once said that "a cloudy day is no match for a sunny disposition." While this may be true in the figurative sense, poor weather conditions literally can have major and lasting impacts on one's mood and overall well-being, as seen with seasonal affective disorder (SAD).

Often mistaken for the "winter blues," SAD is a seasonal form of clinical depression typically seen in the fall and winter months, according to Victoria Tomasek, Ph.D., specializing in geriatric mental health. Tomasek is a consulting psychologist at Fellowship Village, a not-for-profit senior living retirement community in Bernards Township. SAD affects an estimated 6 percent of the population of the United States, and is more common in women than men. The average age of onset is 23 years, and the risk of developing SAD decreases with age.

"It is a cyclic, seasonal condition, meaning that depressive symptoms begin and end at approximately the same time each year, usually appearing during late fall or early winter and subsiding during the sunny, warm days of spring and summer," Tomasek said. "While the specific cause of SAD is not clear, experts

believe that reduced levels of sunlight during the year's shorter days have a direct effect on patients. This can affect one's biological clock (or circadian rhythm), disrupting one's sleep-wake cycle and leading to feelings of depression. Studies have shown that changes in the amount of light exposure can affect the balance of neurotransmitters, according to Tomasek.

"Furthermore, a brain chemical that affects mood, serotonin, can drop in the season and disrupt the balance of neurotransmitters, such as SAD, have a genetic predisposition, according to Dr. Cheryl Kennedy, associate professor and vice-chair of the Department of Psychiatry at the Jersey Medical School (UMDNJ) in Newark. Another factor that increases one's risk of developing the condition is geographic loca-

tion. SAD is " seldom found in countries that are less than 30 degrees from the

more and more, that's when they should call a doctor. People may already have dysthymia, a low-grade depression, and notice it gets worse (in the fall or winter), or they become more irritable," she said. "A person (also) should see a doctor if sleep and appetite patterns have been disrupted," Tomasek said.

"SAD is considered a subtype of depression or bipolar disorder," Tomasek said. "To be diagnosed with SAD, therefore, one must meet the criteria for depression or bipolar disorder as outlined in the Diagnostic and Statistical Manual for Mental Disorders (DSM-IV), as well as the criteria for the seasonal pattern specifically. Generally, these criteria stipulate that for a diagnosis of SAD to be given, the patient must have experienced significant depressive symptoms at the same time of year (i.e., fall or winter) for at least two consecutive years. For SAD to be diagnosed, these periods of depression are followed by periods in which the patient is free of depressive symptoms (i.e., the symptoms abate during spring and summer months)."

"To help diagnose SAD, your doctor or mental-health professional will do a thorough evaluation that includes detailed questions about mood, seasonal changes in thoughts or behavior, sleeping and eating patterns, etc. Patients should have a good physical examination by their medical doctor to rule out any underlying physical problems that may contribute to depression," Tomasek said.

To successfully treat SAD, many experts recommend a combination of phototherapy, in which patients expose themselves daily to bright light mimicking sunlight emanating from a light box, antidepressant psychotherapy, and regular exercise.

Anti-depressants "require one to two months to reach a therapeutic level in the bloodstream and therefore would need to be taken prior to seasons of reduced light," Tomasek said. "Psychotherapy, particularly cognitive behavioral therapy, is effective in treating all forms of depression, including the symptoms of SAD. Although SAD is thought to be related to a therapeutic level in the bloodstream and therefore would need to be taken prior to seasons of reduced light," Tomasek said. "Psychotherapy, particularly cognitive behavioral therapy, is effective in treating all forms of depression, including the symptoms of SAD. Although SAD is thought to be related to a therapeutic level in the bloodstream and therefore would need to be taken prior to seasons of reduced light," Tomasek said. "Psychotherapy, particularly cognitive behavioral therapy, is effective in treating all forms of depression, including the symptoms of SAD. Although SAD is thought to be related to a therapeutic level in the bloodstream and therefore would need to be taken prior to seasons of reduced light," Tomasek said.

"Patients should continue to take medication for about a month after they start to feel better, according to Kennedy, and cessation should be gradual. "People are very resistant to taking medication for psychiatric disorders," Kennedy said. "There is a stigma. People don't view (psychiatric disorders) as being in the same category as other medical disorders, and they are. The brain deserves as much attention as any other organ (patients would agree)," Kennedy said. "I think that treatment can be effective," Reynolds said. "People should know they don't have to suffer through this. With treatment, people do get better and can better manage (SAD)."

ADVERTORIAL
Trucking industry driving the economy

By Joe Szerman
Special to The Star-Ledger

Truck drivers and driver/sales workers comprise one of the largest occupational fields in the country, holding approximately 3.2 million jobs as of 2008, according to the U.S. Bureau of Labor Statistics (BLS), which predicts that number will grow by 9 percent through 2018.

"The trucking industry plays a crucial role in driving the U.S. economy. There will always be opportunities for hard-working men and women to enter the field," said Joe Palka, vice-president, line haul, Keystone Freight Corp., a division of National Retail Systems Inc., which provides integrated global logistics solutions to U.S. retailers, pharmaceutical companies and manufacturers. "We are hiring local, regional and over-the-road commercial truck drivers. They deliver freight to retail stores, pick up freight from vendor locations and transport shipments to distribution centers nationwide."

Headquartered in New Jersey, Keystone Freight Corp. provides full truckload and dedicated fleet services on a regional and coast-to-coast basis. It deals primarily in the dry van category, but also provides some refrigerated services. The company has facilities in 12 states, with major hubs located in North Haven, southern California

and Greensboro, N.C. According to the BLS, drivers who operate trucks with a gross vehicle weight of 26,001 pounds — or who operate a vehicle carrying hazardous materials or oversized loads — need a commercial driver's license (CDL). Training for the CDL is offered by many private and public vocational-technical schools. A standard driver's license is required to drive all other trucks. Many jobs driving smaller trucks require only brief on-the-job training.

To qualify for a CDL, applicants must have clean driving records, pass written tests on rules and regulations and demonstrate that they can operate commercial trucks safely. A national database permanently records all driving violations committed by those with a CDL, and testing authorities reject applicants who have suspended or revoked licenses in other states.

"We require CDL-A for all driver positions and hazmat certification, plus double endorsements for some positions," Palka said. "All of our driver candidates go through an extensive interview process, including a background check going back 10 years." Federal regulations require employers to test their drivers for alcohol and drug use as a condition of employment and require periodic random tests of the

drivers while they are on duty. Drivers may not use any controlled substances unless prescribed by a licensed physician. A driver must not have been convicted of a felony involving the use of a motor vehicle or a crime involving drugs, driving under the influence of drugs or alcohol, refusing to submit to an alcohol test required by a state or its implied consent laws or regulations, leaving the scene of a crime, or causing a fatality through negligent operation of a motor vehicle. All drivers must be able to read and speak English well enough to read road signs, prepare reports and communicate with law enforcement officers and the public.

Some trucking companies have higher standards than those required by federal and state regulations. For example, New Century Transportation in Westampton, Burlington County, which offers shipping solutions to many companies around the country from less-than-truckload shipments to full truckloads, requires that its drivers be at least 23 years old and have two years of tractor-trailer experience. "We do pre-employment checks, which include Motor Vehicle checks, past employment, drug and alcohol and criminal checks," said John Kelly, director of recruiting for New Century Transportation.

"Look for Green Mountain Coffee at your favorite grocers and department stores. A REVELATION IN EVERY CUP

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First Place, Daily Over 45,000

The Star-Ledger

“Green Mountain Coffee”

Sales Representative

Andrea Dove

Artist

David Petersen

“I REALIZED I only need TWO things for a great morning... one of them is this paper.”



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In Paper**

R11: Best Newspaper Promotion Ad or Series – In Paper

Third Place, Weekly

**The West Essex
Tribune
WORKS
for your business!**

See what *Leisure Fitness of East Hanover* is saying about us:

My name is Scott, and I am the Community Sales Manager for Leisure Fitness of East Hanover, NJ. We are the local provider of the finest quality fitness equipment, serving the needs of the North/Central, New Jersey region. In serving the needs for this market Leisure Fitness has tried varying methods of advertising, searching for the greatest bang for the dollar. I can tell you with great honesty and integrity that, the West Essex Tribune has been one of the strongest and best values for local advertising that Leisure Fitness has discovered. I have experienced first hand customers walking in with their Tribune in hand, looking for a great value that we supply. In the down market of today, it makes perfect sense to partner up with companies that give you the greatest value ... the West Essex Tribune for your advertising needs and Leisure Fitness for all your fitness and health related concerns. The best values make the most sense!

- Scott
Community Sales Manager
Leisure Fitness of East Hanover

The West Essex Tribune

“The West Essex Tribune
Works for Your Business!”

Sales Representative

Staff

R11: Best Newspaper Promotion Ad or Series – In Paper

Third Place, Daily Over 45,000

Asbury Park Press

“Great Savings from your
favorite Local Merchants:
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Artist

Chris Carnese

Great Savings
from your favorite
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SHOP FROM HOME and get **DEEP DISCOUNTS**
on local restaurants, products and services from area
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AP-5000307702

R11: Best Newspaper Promotion Ad or Series – In Paper

Second Place, Weekly

The SandPaper

“House 3-2-1”

Sales Representative

Cindy Linkous

Artist

Adrian Antonio



just
3
WEEKS LEFT

**To feature your business in the
Beachcomber's 2010 Premier Issue**

Last year's trip down memory lane was such a hit, we are going to continue the journey this year by "Remembering LBI's Old Haunts".

This magazine-style super issue will once again have an extended four-week shelf life and an increased circulation to reach thousands of LBI's visitors and locals.

TELL THEM what your business has to offer. Advertise in this year's kick-off issue of the Beachcomber.

Advertising deadline May 24th.

Call today for more information or to place your ad.
609-494-5900

2010 SUMMER PREVIEW
the Beachcomber
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SINCE 1950

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Second Place, Daily Under 45,000

Courier News

“Open House Weekend Promo”

Sales Representative

Marketing Staff

Artist

Chris Carnese

Want to reach an audience of 71,000 potential homebuyers in one day? Be sure to advertise during our...

OPEN HOUSE

Weekend



On Sunday, September 26th, the Courier News' Real Estate section will have a special focus on open houses. It's a highly visible and cost-effective way to reach potential homebuyers!

DEADLINES:
EZ Ads: Wednesday, Sept. 22 at Noon
Display Ads: Wednesday, Sept. 22

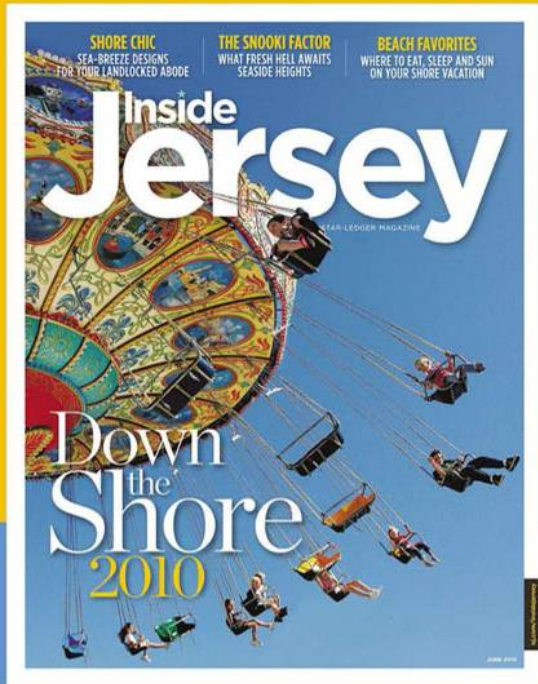
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Second Place, Daily Over 45,000

The Star-Ledger

“OnSaleNow Inside Jersey”

Artist

Suzanne Anan

NJPA
NEW JERSEY PRESS ASSOCIATION

R11: Best Newspaper Promotion Ad or Series – In Paper

First Place, Weekly

You're A **growing** Landscaper

But no one knows it?

TELL THEM!

Advertise in the HomeFront

The SandPaper's guide to everything
Home Improvements

Call today for more information or to reserve your ad.
609-494-5900 Fax: 609-494-1437
1816 Long Beach Blvd. Surf City, NJ

HomeFront **The SandPaper**

The advertisement features a background of green grass and a blue sky. The word "growing" is written in a font made of green leaves. The text is centered and uses a mix of bold and regular fonts. At the bottom, there are logos for "HomeFront" and "The SandPaper".

The SandPaper

“Make Sure Everyone Knows”

Sales Representative

Cindy Linkous

Artist

Adrian Antonio

R11: Best Newspaper Promotion Ad or Series – In Paper

First Place, Daily Under 45,000

Courier News

“Wish List Promo”

Sales Representative

Marketing Staff

Artist

Chris Carnese

Reach affluent shoppers
just in time for the holidays!



**Wish
2010
List**

YOUR GUIDE TO GIFT GIVING & ENTERTAINING

*Treat yourself to the gift
of more business this year!*

Advertise in the Courier News and Home
News Tribune's *Wish List*, a handy reference
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season's hot gift suggestions.

Courier News
HOME NEWS TRIBUNE
my
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Publishes: Nov. 24th
Deadline: Oct. 21st

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AP-5000370548



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O Blue, Hoboken
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O Pizzeria, Newark

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DINER
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HOT DOG
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ICE CREAM
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BREAKFAST
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SEAFOOD
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DESSERT
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COFFEE
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ENTERTAINMENT OUTDOORS
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DOG PARK
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PUBLIC POOL
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SCENIC DRIVE/VIEW
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SHOES
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NIGHTLIFE SPORTS BAR
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NEIGHBORHOOD BAR
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ROCK CLUB
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SINGLES SCENE
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OPEN MIKE
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HAPPY HOUR
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COMEDY CLUB
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BARBQUE
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BOUTIQUE
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MEN'S
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WOMEN'S
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KIDS
O The Garden, Rosemont
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BEAUTIFUL HOUSE OF WORSHIP
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MUSIC LARGE MUSIC VENUE
O The Garden, Rosemont
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MIDSIZE MUSIC VENUE
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MUSIC FESTIVAL
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JERSEY SONG
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UP-AND-COMING ROCK ACT
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JAZZ MUSICIAN
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LIFESTYLE SPA
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FITNESS CENTER
O The Garden, Rosemont
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MISCELLANEOUS BEACH BAR
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont

WOMEN'S
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont

BEAUTIFUL HOUSE OF WORSHIP
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont

SHOES
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont

BEAUTIFUL HOUSE OF WORSHIP
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont
O The Garden, Rosemont

Jack Miller Property Management, LLC
1-800-888-8888
www.jackmiller.com

Casa Dante
1-800-888-8888
www.casadante.com

Dee-Box Cleaning Services
1-800-888-8888
www.deebox.com

MAID CONSTRUCTION
1-800-888-8888
www.maidconstruction.com

The Tea House
1-800-888-8888
www.theteahouse.com

bangz
1-800-888-8888
www.bangz.com

CDs, Records
1-800-888-8888
www.cdrecords.com

The Fine Art of Cakes
1-800-888-8888
www.fineartofcakes.com

Oil Tank Services, Inc.
1-800-888-8888
www.oiltank.com

Nisel Koi Farm
1-800-888-8888
www.niselkoi.com

Hobby's
1-800-888-8888
www.hobbys.com

MAID CONSTRUCTION
1-800-888-8888
www.maidconstruction.com

R11: Best Newspaper Promotion Ad or Series – In Paper

First Place, Daily Over 45,000

The Star-Ledger

“Best of New Jersey”

Artist

David Petersen

Sign up now to subscribe at just \$6.95 for all 12 dazzling issues of Inside Jersey

Call 1-800-876-2326 or go to nj.com/insidejersey/subscribe

INSIDE JERSEY IS SOLD AT BARNES & NOBLE AND BORDERS

Vote online at nj.com/insidejersey or mail your ballot to: Inside Jersey/Best of NJ Survey • 1 Star-Ledger Plaza, Newark, NJ 07102 • Attn: RP

Mailed ballots must be received by April 19, 2010

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email (Optional) _____

We request your privacy and request your email address so that we may inform you, from time to time, of special discounts and opportunities available to our readers. You do not have to provide your email address to receive the Star-Ledger. You may opt out of our email communications at any time. Please check back for more information.

*Official gift card drawing rules available at nj.com/insidejersey



NEW JERSEY PRESS ASSOCIATION

**R12: Best External
Special Promotion
Mailing Piece or Media Kit**

R12: Best External Special Promotion Mailing Piece or Media Kit

Third Place, Daily Under 45,000

Courier News

“Small Business Solution Marketing Flyer”

Artist

Chris Carnese



Small Business SOLUTION

Place your advertising message in a package with content geared toward reaching the local consumers of Central Jersey!
You'll receive 65 print ads in less than four months plus online exposure at ShopLocal.com & MyCentralJersey.com!

Choose from two packages—run a 2-col-by-3" ad or a 2-col-by-2". Both include:

- 39X** THIRTEEN WEEKS in the Courier News running three times per week - any day, any section.
- 26X** THIRTEEN WEEKS in both Community Courier zones.

90X THREE MONTH listing on ShopLocal.com and...

90X YOUR PRINT AD WILL APPEAR ONLINE at MyCentralJersey.com/SAVINGS

30X AN ENHANCED LISTING at MyCentralJersey.com

All this for just... \$120 OR \$180

Per week for a 2-col-by-2" ad! Per week for a 2-col-by-3" ad!



Courier News **my CentralJersey.com**

R12: Best External Special Promotion Mailing Piece or Media Kit

Third Place, Daily Over 45,000

The Star-Ledger

“Dining In Somerset County”

Artist

Suzanne Anan



Dining IN SOMERSET COUNTY
YOUR GUIDE TO GREAT EATS

Publishing Thursday, March 18
Advertising Space Deadline: Friday, February 12

SOMERSET COUNTY boasts a robust selection of dining options catering to every palate and purse. To help Somerset County residents satisfy their appetites for fine fare, The Star-Ledger presents *Dining in Somerset County, Your Guide to Great Eats*.

Dining in Somerset County is a handy resource for selecting a restaurant for a grand affair, a family outing or grabbing a meal while you are on the run. Somerset County residents are sure to slip this invaluable guide in a purse, glove compartment or kitchen drawer for safe keeping and easy access—for months to come.

Somerset County Distribution: 30,000
Somerset County residents love to eat!
Among Star-Ledger Thursday readers in the past month:

| | |
|----------------|--------------------------------------------------------|
| 103,500 | dined at a sit-down restaurant |
| 52,900 | spend \$30 or more per person at a sit-down restaurant |
| 35,900 | went to a sit-down restaurant 4+ times |
| 16,300 | dined at an upscale restaurant |

Reserve a place for your advertising message in this handy pocket size resource.
Contact your Star-Ledger Account Executive today.

Star-Ledger nj.com
Everything Jersey

Source: 2009 Release 2 Scarborough Report © 2009 Scarborough Research. All rights reserved.

NAME:
PHONE:
EMAIL:
FAX:

NJPA
NEW JERSEY PRESS ASSOCIATION

R12: Best External Special Promotion Mailing Piece or Media Kit

Second Place, Weekly



KINDER
connections

Advertise your Childcare Business in this New Section of the Hudson Reporter!

With more than 100,000 in circulation, The Hudson Reporter Newspapers is a great opportunity to promote your childcare business throughout Hudson County.

For more information on how to advertise in this section contact:
The Hudson Reporter Advertising Department
(201) 798-7800
www.hudsonreporter.com

OMEGA CHILD DEVELOPMENT CENTER
Where Children grow & Teachers make a difference
Building your child's 1st steps toward their future.
6908 Park Ave. • Guttenberg, NJ
201.869.3535

Rachel's Rascals
CHILDCARE STUDIO
Infants • Toddlers • Preschool
Aftercare • Summer Camp
Mommy & Me Classes
100 My Street • My Town, NJ
201.555.5555
www.Rachels_CCS.com

SAMPLE ADS

Publishing:
THE HOBOKEN REPORTER • THE JERSEY CITY REPORTER • THE NORTH BERGEN REPORTER • THE SECAUCUS REPORTER
THE WEST NEW YORK REPORTER • THE UNION CITY REPORTER • THE WEEHAWKEN REPORTER • THE MIDWEEK REPORTER
THE BAYONNE COMMUNITY NEWS

The Secaucus Reporter

“Kinder Connections”

Sales Representative

Christine M. Youngclaus

Artist

Lisa Cuthbert

R12: Best External Special Promotion Mailing Piece or Media Kit

Second Place, Daily Under 45,000

Courier News

“Pencil Ad Marketing Flyer”

Artist

Chris Carnese

A GREAT OPPORTUNITY TO **EXPAND** YOUR ONLINE ADVERTISING!

PENCIL ADS



Featured at the top of our home pages, online pencil ads are a great way to EXPAND your online advertising in a unique and highly visible way!

THE AD SIZES:

- (1) 940x30 “Pencil” Ad
- (1) 940x300 “Expanded” Ad

HOW IT WORKS:

When customer rolls the mouse pointer over the 940x30 ad, it expands into the 940x300 ad to deliver MORE of your advertising message!

Run your pencil ad on APP.com, MyCentralJersey.com, DailyRecord.com or all three!

ASBURY PARK
PRESS
APP.com
Daily Record
.com

Courier News
HOME NEWS TRIBUNE
my
CentralJersey
.com

For rates and more information,
call (732) 643-3714 or email
ldehave@gannett.com

NJPA
NEW JERSEY PRESS ASSOCIATION

R12: Best External Special Promotion Mailing Piece or Media Kit

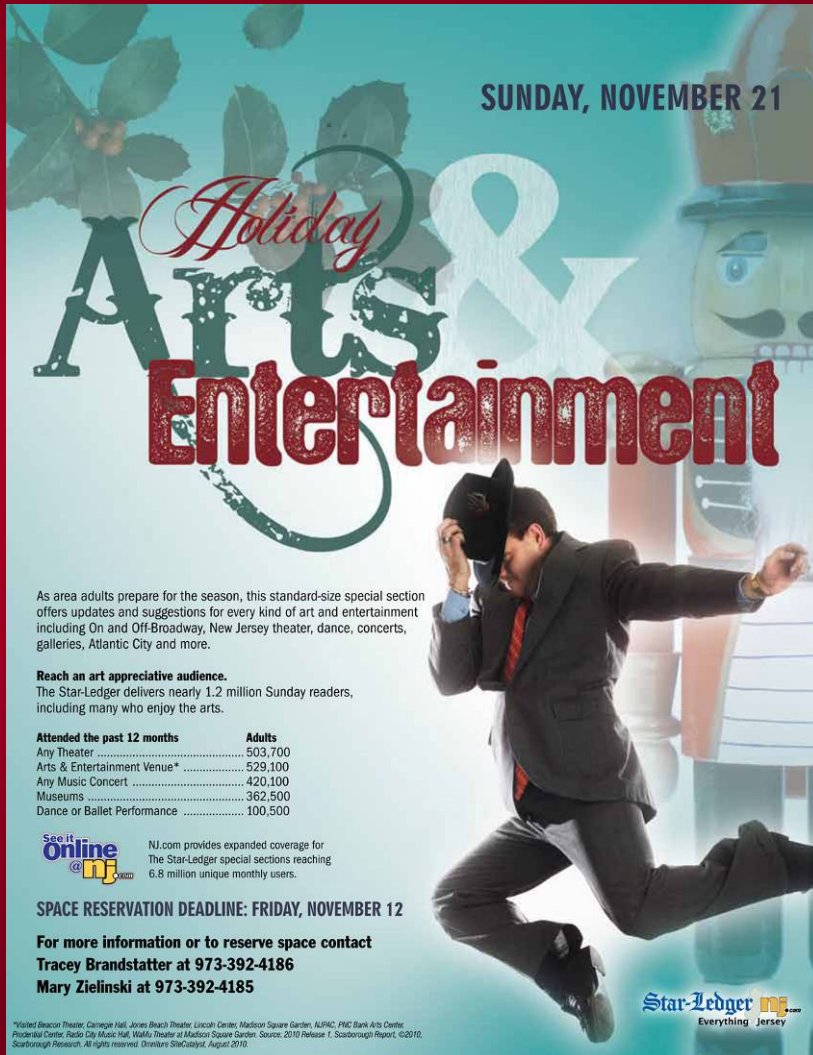
Second Place, Daily Over 45,000

The Star-Ledger

“Holiday Arts & Entertainment”

Artist

David Petersen



The image shows the cover of a special section titled "Holiday Arts & Entertainment" from The Star-Ledger, dated Sunday, November 21. The cover features a man in a suit and hat running, with a nutcracker figure in the background. The text includes a description of the section's content, audience reach, and a list of venues attended in the past 12 months. It also provides contact information for reservations and a logo for the Star-Ledger's online presence.

SUNDAY, NOVEMBER 21

Holiday Arts & Entertainment

As area adults prepare for the season, this standard-size special section offers updates and suggestions for every kind of art and entertainment including On and Off-Broadway, New Jersey theater, dance, concerts, galleries, Atlantic City and more.

Reach an art appreciative audience.
The Star-Ledger delivers nearly 1.2 million Sunday readers, including many who enjoy the arts.

Attended the past 12 months

| | Adults |
|-----------------------------------|---------|
| Any Theater | 503,700 |
| Arts & Entertainment Venue* | 529,100 |
| Any Music Concert | 420,100 |
| Museums | 362,500 |
| Dance or Ballet Performance | 100,500 |

See it Online @ nj.com NJ.com provides expanded coverage for The Star-Ledger special sections reaching 6.8 million unique monthly users.

SPACE RESERVATION DEADLINE: FRIDAY, NOVEMBER 12

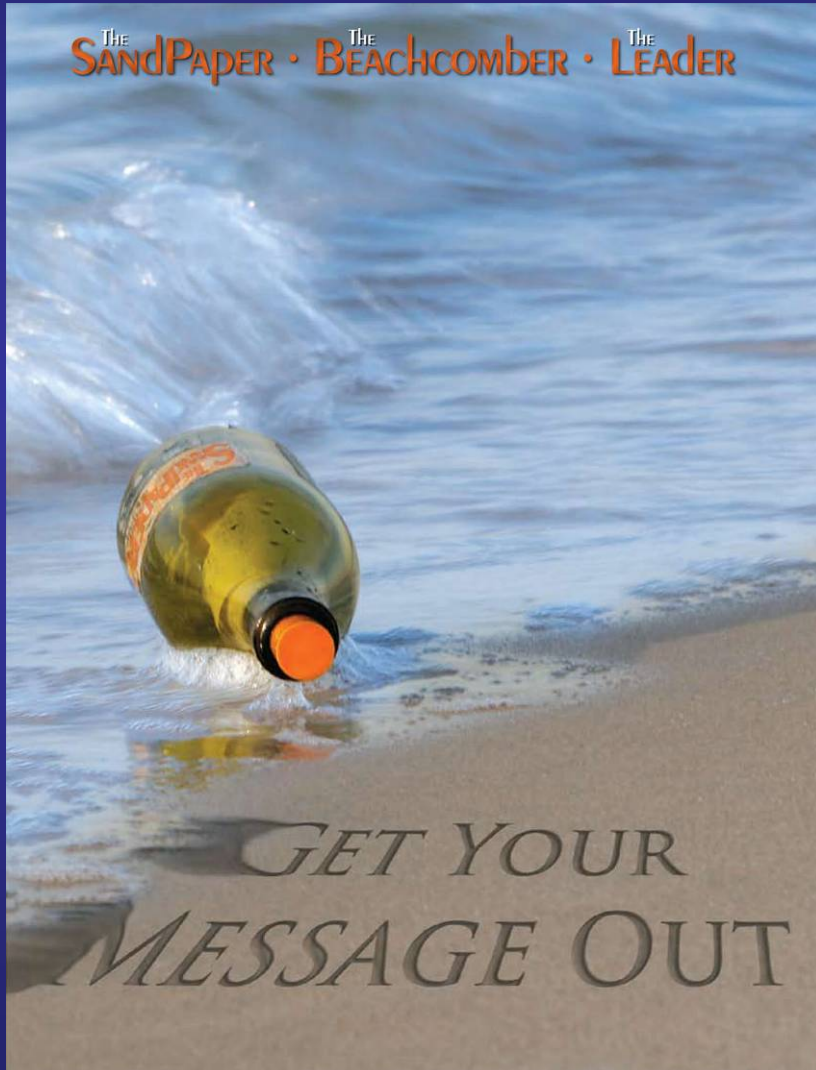
For more information or to reserve space contact
Tracey Brandstatter at 973-392-4186
Mary Zielinski at 973-392-4185

Star-Ledger nj.com
Everything Jersey

*Haled Beachon Theater, Carnegie Hall, Jones Beach Theater, Lincoln Center, Madison Square Garden, ALPAC, PNC Bank Arts Center, Prudential Center, Radio City Music Hall, Waldba Theater at Madison Square Garden. Source: 2010 Release 1, Scarborough Report, ©2010, Scarborough Research. All rights reserved. Omnibus SiteCatalyst, August 2010.

NJPA
NEW JERSEY PRESS ASSOCIATION

R12: Best External Special Promotion Mailing Piece or Media Kit



First Place, Weekly

The SandPaper

“The SandPaper Media Kit”

Sales Representative

Cindy Linkous

Artist

Adrian Antonio

R12: Best External Special Promotion Mailing Piece or Media Kit

First Place, Daily Under 45,000

Courier News

“Stick-On Note Marketing Flyer”

Artist

Chris Carnese

Make your advertising message **STICK** with a front page stick-on note!



Post your advertising message on the front page of the Asbury Park Press, Home News Tribune, Courier News, Daily Record and all Community Reporters. You'll get high visibility and immediate impact. Plus, your message will live on when readers pull your ad off the newspaper and stick it to their computers, telephones, bulletin boards or refrigerators!

Colors available:

- Process Black
- Process Cyan
- Green - PMS 347
- Process Yellow
- Red - PMS 185
- Blue - PMS 300
- Process Magenta
- Orange - PMS 021
- Brown - PMS 168

Other PMS colors are available. Customer must provide the PMS number.

STICK-ON NOTES ARE ALSO AVAILABLE IN SHAPES!

Add \$2.50 additional per thousand for shapes. (See reverse for a listing)

PRICES (per thousand - Net)

| | 10,000-24,999 | 25,000-99,999 | 100,000 | 200,000 | 300,000 | 400,000 | 500,000 |
|---------|---------------|---------------|---------|---------|---------|---------|---------|
| 1 Color | \$55 | \$45 | \$42 | \$34 | \$32 | \$31 | \$30 |
| 2 Color | \$55 | \$45 | \$42 | \$34 | \$32 | \$31 | \$30 |
| 3 Color | \$86 | \$76 | \$59 | \$45 | \$38 | \$36 | \$34 |
| 4 Color | \$110 | \$100 | \$78 | \$58 | \$51 | \$48 | \$45 |

*There is a premium charge for any piece under 25,000 that is included in the CPM.

Under 25,000 applies to HNT zoning that is under 25,000, zoned Community Reporters, Beacons, Beach Haven Times or the Mailbags.

SEE REVERSE FOR STICK-ON NOTE SPACE RESERVATION RULES FOR EACH NEWSPAPER



Powerful Solutions. Great Results.

Asbury Park Press

Courier News

Daily Record

Home News Tribune

For more information, contact your NJ Press Media Solutions Account Executive.



R12: Best External Special Promotion Mailing Piece or Media Kit

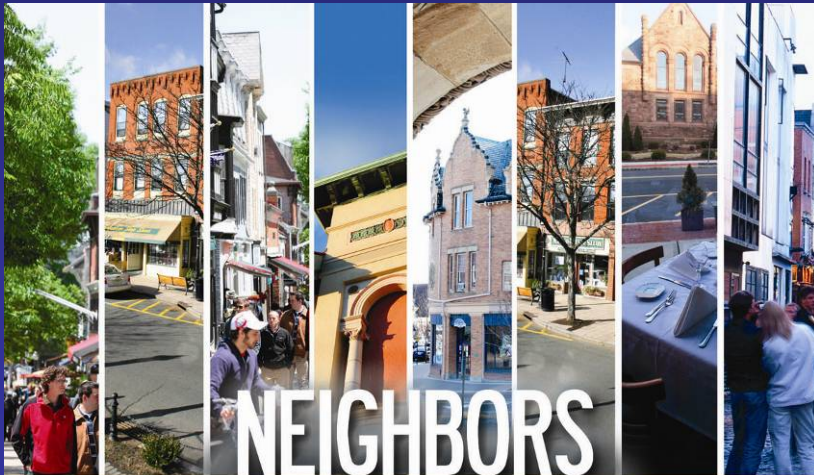
First Place, Daily Over 45,000

The Star-Ledger

“Neighbors”

Artist

Karen Fazio



[YOUR CONNECTION TO SHOPPING, DINING & SERVICES]

MONTHLY TABLOID:

| PUBLICATION DATE | AD CLOSE |
|---------------------------------------------------------------|------------------------|
| Thursday, September 23 | Wednesday, September 8 |
| Thursday, October 28 | Wednesday, October 13 |
| Thursday, November 25 | Wednesday, November 10 |
| <i>(Thanksgiving Day: Kick off your holiday sales season)</i> | |
| Thursday, December 23 | Wednesday, December 8 |
| <i>(Promote your post holiday specials)</i> | |

TARGETED DISTRIBUTION: 40,000 HOUSEHOLDS

Throughout Chatham, East Hanover, Essex Fells, Florham Park, Gillette, Livingston, Madison, Maplewood, Millburn, Millington, Montclair, Morris Plains, Morristown, New Providence, Roseland, South Orange, Summit, Stirling and West Orange.

ONLINE EXPOSURE ON NJ.COM/SHOPPING:

Your print advertising message in Neighbors will receive extended reach for 7-days with NJ.com's searchable shopping database.

Star-Ledger **nj.com**
Everything Jersey

See it Online
@nj.com

FULL-COLOR INCLUDED:

Draws reader attention and brings life to your advertising message.

ADVERTISING SIZES & RATES:

When you purchase an ad of 15" or larger: Receive additional advertorial space of 250 words or 150 words plus a photo. Full page advertisers receive a half page of advertorial.

| | |
|---------------------------------------------|---------|
| 6 Col (10.75") X 10" | \$1,338 |
| 6 Col (10.75") X 5" | \$714 |
| 3 Col (5.312") X 10" | \$714 |
| 3 Col (5.312") X 5" | \$387 |
| 2 Col (3.5") X 5" | \$266 |
| 2 Col (3.5") X 2.5" | \$152 |
| 6 Col (10.75") X 2" (from Page Strip) | \$339 |

Rates effective September 1, 2010. Rates are net, non-commissionable, include press color and a 7-day posting on NJ.com/shopping.

Enhance your relationship with corporate and residential neighbors in and around your community with an advertising message in Neighbors.

Contact your Star-Ledger Account Executive or Isabella Mest at 973-392-5894, specialsections@starledger.com

Sources: Star-Ledger Circulation Department 7/10. All advertising is subject to the Star-Ledger's non-conflicting advertising terms and conditions. Publisher may require cash with order. Zeroed advertising does not accrue toward fulfillment of any full run advertising contract.

04.17.10.04

NJPA
NEW JERSEY PRESS ASSOCIATION

**R13: Best Special Page(s) –
Black & White ROP**

R13: Best Special Page(s) – Black & White, ROP

Third Place, Weekly

The West Essex Tribune

“LHS Fall Sports Focus”

Staff

Go Get 'EM Lancers!
LIVINGSTON
Collision

823 W. Mt. Pleasant Ave. • 973-992-6274
24 Hour Emergency Towing • 973-992-6881

Good Luck Lancers!
CALABRIA
1083 S. Livingston Ave., Livingston • 973-992-6285

Good Luck Lancers!
HomeGrown
248 Route 88 West
Whitesboro, NJ
973-463-9139
www.homegrownofhandgill.com

Pizzeta
All the Best for a Great Season!
Go Lancers!
62 West Mt. Pleasant Ave., Livingston
973-748-2385
pizzetausa.com

Go Lancers!
OCULUS OPTICAL
43 E. Livingston Ave., Livingston • 973-992-2400

Best of Luck Lancers!
ALAN R. LEONIE, D.C.
ALISON M. LEVINE, D.C.
124 E. Mt. Pleasant Ave.
Livingston • 973-992-9929

Best of Luck Lancers!
DAN DEJESU
193 Mt. Pleasant Ave.
Livingston, NJ 07033
973-992-1130

Good Luck to All the Lancers!
PROFESSIONAL HAIR salon & Spa
58 Carlotta Drive, Westfield
Complete Hair Salon
973-994-2361

Professional Hair - KID CUTS
1000 Route 108
Livingston, NJ 07033
973-994-3004

All Lancers teams or cheerleaders:
Come in as a group after the game & receive 10% OFF!
112 South Livingston Ave., Livingston
973-533-3393

Let's Go Lancers
455 ROUTE 10 EAST
LIVINGSTON, NJ
973-994-3830

Go Lancers!
m-manus
100 Mt. Pleasant Ave.
Livingston, NJ
973-992-5315

Good Luck Lancers!
73 W. Mt. Pleasant Ave.
Livingston
973-992-8866



TEMPLE BARBER SHOP
Go Lancers!
525 S. LIVINGSTON AVE.
973-533-9886

Good Luck Lancers!
College
Tutoring
100 Livingston Ave., Livingston
973-992-2945



Go Lancers!
NORTHFIELD PHARMACY
588 S. Livingston Ave., Livingston • 973-992-4050

Best of Luck Lancers!
antonio's
143 SOUTH LIVINGSTON AVENUE
LIVINGSTON, NEW JERSEY 07039



LHS Fall Sports Focus



| Player | Position | Number |
|--------|----------|--------|
| ... | ... | ... |



| Player | Position | Number |
|--------|----------|--------|
| ... | ... | ... |

| Player | Position | Number |
|--------|----------|--------|
| ... | ... | ... |

| Player | Position | Number |
|--------|----------|--------|
| ... | ... | ... |

| Player | Position | Number |
|--------|----------|--------|
| ... | ... | ... |

Good Luck Lancers!
PIZZA

TEMPLE BARBER SHOP
Go Lancers!

Good Luck Lancers!
College Tutoring

Go Lancers!
NORTHFIELD PHARMACY


Best of Luck Lancers!
antonio's

Good Luck Lancers!
From Rick, Gary and all of us at **POMERROY'S GARAGE**
58 W. Center St., Livingston
973-992-6660

Best Wishes to all the Lancers Team!
Allan Feid
177 So. Livingston Avenue, Livingston, NJ 07039
A. FEID, JR. #1082 FAX (973) 992-5180

Go Lancers!
LivingstonNavigator.com

Best of Luck this Season!
Richard D. Bloomstein, D.D.S.
Board Certified Orthodontist
41 No. Livingston Ave.
Livingston
973-994-4050




NJPA
NEW JERSEY PRESS ASSOCIATION

We're part of the **CURE**

GREENBERRYS
Coffee & Tea Company

25 Fresh Roasted Coffees & 13 of the World's Finest Teas • Lattes • Sprites • Cappuccinos • Americanos • Maltas • Chai • Thatchas • Hot Shakes • Cold Shakes • Smoothies & More Drinks • Pastries • Soups • Fresh Baked Pastries (Daily) • Gift Baskets • Catering for Birthdays, Lunch and Dinner • Soups, Salads, Sandwiches • Live Entertainment

Try our new home - made breakfast sandwiches!
Now serving lunch all day - every day



GREENBERRYS
Coffee & Tea Company

Conveniently located on The Green in Morristown at 46 South Park Place!
Hours: Monday-Thursday 6:30am to 10:00pm, Friday & Saturday until 11pm
Phone: 973-984-5000
Email: greenberrys@optonline.net • Web: www.greenberrys.com

Let's Dance!
Fred Astaire Dance Studio of Morristown

(973) 993-9222

INTRODUCTORY DANCE LESSON
Only \$35

No Partner Necessary
Gift Certificates Available

Monday - Friday 12-9pm

140 Morris Street, Morristown, NJ 07960
www.FredAstaireMorristown.com



ONCOLOGY & HEMATOLOGY SPECIALISTS, P.A.

With A Commitment To Compassionate Patient Care That Spans More Than Three Decades, We Are Proud To Have Earned The Respect And Trust Of Our Referring Physicians, Patients, And Community.

We Are Confident That With Our Progressive And Expanding Practice, We Will Continue To Provide Compassionate And Efficient Care To Our Patients Today And In The Future.

Bringing Hope With Compassion.

PHYSICIANS:
Stephen M. Schellman, MD • Barry A. Borer, MD
Faad Bari, MD • Naveed Iqbal, MD • Khalid M. Abbasi, MD
James Lopez, MD • Khalid Iqbal, MD

Cancer Care at Saint Clare's
23 Packer Road-Suite 100
Denville, New Jersey 07834
973-346-1707

Carel G. Simon Cancer Center
100 Madison Avenue-Suite C-102
Morristown, New Jersey 07960
973-287-9543

Grasshopper off the Green
Irish Pub and Restaurant

Serving Lunch & Dinner
7 Days A Week

- CHEF SPECIALS DAILY
- OUR REGULAR MENU OFFERS APPETIZERS, BURGERS & SANDWICHES, CHICKEN, STEAK, PASTA, FISH & AUTHENTIC IRISH DISHES
- FAST QUALITY SERVICE IN A RELAXED & FRIENDLY ATMOSPHERE
- EAT IN OR TAKE OUT

HAPPY HOUR
Monday to Friday 4pm-7pm
Nightly Drink Specials

HANDICAP ACCESSIBLE ON 2 LEVELS
All Major Credit Cards Accepted
ATM on premises

41-43 Morris Street, Morristown, NJ 07960
Phone: 973-285-5150 • Fax: 973-285-5060
www.grasshopperoffthegreen.com

We're part of the **CURE**



HEALTH IN MOTION
JOURNAL OF THERAPEUTIC WELLNESS

Featuring trained professionals teaching classes in:

- ✓ Personal & Business Growth
- ✓ Spirituality
- ✓ Empowerment
- ✓ Self-healing
- ✓ Mind/Body Fitness
- ✓ Nutrition
- ✓ Creativity
- ✓ World & Social Dance
- ✓ and more!

Learn Move Grow!

Register for classes at
www.FitnessInDenvilleNJ.com
1 W. Main St., 2nd Floor • Denville, NJ 07834
973-627-0287
Christine Clifton, Founder

We're part of the **CURE**



LAST 6 DAYS

A&R INTERIORS
The Design Center of Denville

26 Broadway • Denville, NJ 07834 • Tel 973-625-8950
WWW.ARINTERIOR.COM

Fall Sale
40% OFF ENTIRE SHOWROOM
UP TO 75% OFF STOCK AREA RUGS*
20% OFF CUSTOM ORDERS

SEPT 22nd - OCT 8th

Spectacular 13,000-Square Foot Showroom
Complete Interior Design Services

Visit Our Expanded Rug Center

Full Service Design

Hours: Monday - Friday 9am-5:30pm
Thurs 11H 8pm, Sat 10am-5pm
*Certain Restrictions Apply

We're part of the **CURE**



For Future Advertising Please Contact
Brenda Newkirk at 973-428-6758 or
bnewkirk@njpressmedia.com.

We're part of the **CURE**

R13: Best Special Page(s) –
Black & White, ROP

Third Place, Daily Under 45,000

Daily Record

“We’re Part of the Cure”

Sales Representative

Brenda Newkirk

Artist

Janet Zeek

R13: Best Special Page(s) – Black & White, ROP

Second Place, Weekly

The West Essex Tribune

“Celebrate Livingston’s History”

Staff



Celebrate Livingston's History

Celebrating 51 Years
A FORMER STAGECOACH STOP
CELEBRATES 51 YEARS AS



The Landmark
Keeping it in the family, Penny and Ozzy had worked together for many years before taking ownership 22 years ago.
Continuing the tradition of serving top quality food, the Star Ledger in Jersey magazine just named them as the winner of N.J.'s Best Burger. The location is in a contest again for Suburban Essex Magazine's Best of Essex 2010 in the Burger, Pizza and Pub categories, thanks to their top talent!

THE LANDMARK
Livingston's "CHEESE"
259 W. Mt. Pleasant Ave., Livingston, NJ
Take-out available 973-533-9787

Celebrating 41 Years



FRED'S OUTDOOR POWER EQUIPMENT, located at 111 Burnet Street, Livingston (across from Livingston Bagel), is celebrating its 41st year in business. Owners Fred and Susan continue the family-owned tradition of Selling and Servicing every kind of lawn care engine, from leaf blowers to lawnmowers to chainsaws for snowblowers! To find out more, call 973-992-8558.

FRED'S OUTDOOR POWER EQUIPMENT
973-992-8558

News of the Day
75 Years Ago

Back in 1935, the Tribune looked quite a bit different from the publication of today. It was tabloid size, averaging eight to ten pages per edition. It contained a great deal of social news, including incident, crime and recent activities. It also featured large amount of national and international "soft" news, such as features on film stars who had built their own careers in advance, and fashion advice. The individual style was that of an informal and often tongue-in-cheek.

Four page news from the issue of August 22, 1935, included a grocery by local firm serving against the State, ship Committee's plan to grant a liquor license to Rudy Harbo, who planned to open a "high class restaurant" in his home town, Essex's former home. The liquor licenses, represented by Charles English and Fredrick, were granted the opening of a fourth tavern in town would have been the other one recently operating in Livingston.
It was reported, "The Livingston Police Under a 'Police Order' Notice," it was reported, "The Livingston Police Department through William E. Ashby, appears to be extremely in the public campaign. Louis R. DeLuca, Township Committee candidate, and a former with a message to the township in the Chair's hand, speaking Township Commissioner Herbert J. King." It was also reported 75 years ago that

"beer trucks on by Romeo Breen, carrying 200 cases, 60 fat barrels and five quarter barrels had been overturned at the traffic circle... The driver was making a right turn out of Broadway Avenue... when the load shifted and trailer and truck went over to side, leaving an amber DeWolf's equipment's house which knocked into a stone wall. Those who got on the scene before the police were enabled to make off with a few bottles of beer."
Members of the Holy Name Society of St. Philomena Church, the Veterans of Foreign Wars, and the American Legion met in the library to plan a ceremony for the unveiling of a memorial to the late J. McCreery, who was not otherwise mentioned.

It was also reported that "school commissioner and Mrs. I. B. Cromwell attended dinner Wednesday night at the home of Mrs. George H. Johnson, who has been swimming at Lake Demarest, and Mr. and Mrs. George H. Johnson, Jr. in honor of the younger Mr. Johnson's birthday."
Under a social news section called "Livingston Notes," it was announced that "Miss Margaret Grob of Walnut Street will enter training at New York Memorial Hospital early in September." Also noted was that "The Ladies Aid and the Holy Name Society at Cook's Pond in Deseronto have been filed for the September Primary election... the Democrats, probably recognizing the political situation, filed no petitions in all and will have to write in their candidates names, if any."
Also mentioned on the front page



AN AERIAL VIEW OF LIVINGSTON CENTER was featured on the front page of the West Essex Tribune on September 21, 1939. Taken from a plane belonging to Livingston Police Officer Nelson Beck's brother, Howard, the photo provided visual references for town fathers as they considered the future of the town. Other photos were taken in different "stranger spots" in town. At left center is the former Hoekstra Building, which was demolished and rebuilt recently as the new Town Center. At center is the former Livingston Bank, and at lower right is the former Junior Order Building. Also shown, at right center, is Park's Service center, which still stands today.

Celebrating 41 Years



Northfield Pharmacy:
An Old Fashioned Service Pharmacy

In an era of big business, impersonal drug store conglomerates, Northfield Pharmacy stands out as an independent, family-oriented pharmacy, owned and operated by Marvin Gaddis, B.S., R.P. Taking pride in maintaining an "old fashioned service establishment," over the years, his pharmacy has attracted a loyal clientele of longtime customers who have also become friends.
Marvin has recently welcomed a new pharmacist to his staff, Rob Behrens, P.D., a graduate of St. John's University, has been a part of the Northfield Pharmacy family since December, 2008.
Being a Livingston landmark, Northfield Pharmacy offers prescription and a wide variety of surgical supplies, as well as private consulting in a Health Education Center. A private Health Education Center, clients wearing surgical garments, which can be fitted in a private setting.
The support team, shown above, can be relied on to provide order and fill the items that you need to make your life easier. Whether you're in store or not, don't forget, such as surgical team or durable medical supplies, like a wheelchair, walker or crutches, Northfield Pharmacy can provide them.
Northfield Pharmacy is located at 568 South Livingston Ave., Livingston, offering easy access and easy parking. If you wish to visit our prescription clinic, call to see if we're in your "retail" hours. Hours are: Mon., 9 a.m. - 6 p.m.; Tue., 9 a.m. - 6 p.m.; Wed., 9 a.m. - 6 p.m.; Thu., 9 a.m. - 6 p.m.; Fri., 9 a.m. - 6 p.m.; Sat., 9 a.m. - 5 p.m.; Sun., 10 a.m. - 4 p.m. Call (973) 992-0202.

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Allendale Festival Day and Car Show!

Saturday

October 2, 2010

10am-4pm (Rain or Shine)

Free Parking: Guardian Angel Church
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Festival Chairpersons: Dan Zettler, Barnstable Mortgage Group
Jill Lewis, Nanny's Nest Nursery School

Town Decorations Donated by: Rohsler's Allendale Nursery & Florist

For more detailed information on events and contests visit

www.allendalechamber.com

10:00 am Street Fair & Car Show *Begins on West Allendale Ave.*
Susan Frankel of SLF Associates starts the day signing Our National Anthem

11:30 am Pet Parade (11:00am Registration at Center Stage)
Prizes for: Most Patriotic • Best Dressed • Smallest • Largest Most Vocal • Best Trick

12:00 pm Kurt Gallagher Children's Entertainer at Center Stage

12:00 pm Pie Contest Judging at Terrie O'Connor Realtors

2:00 pm Scarecrow Contest at Bank of America

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Every Sunday 10-3 • Now thru Oct. 10

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Historic Chester Business Association

TAKE A VISIT TO CHESTER. A CHARMING HISTORIC TOWN FILLED WITH SO MANY THINGS TO DO AND SEE.

There are **Free Summer Concerts** on August 6, August 12, August 22 and September 12 - see www.chestertheatring.org for more information.

The Historic Chester Business Association is sponsoring **Chester's 10th Annual "Cruise-N-Shop" Car Show** on Sunday, August 1. Classic cars and sidewalk shopping at unique shops create an event for the entire family to enjoy.

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Sunday from 10 to 3, the **Chester Farmers' Market** is an event to offer you local produce from raw through October 10.

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Better With Tyme features historically inspired North country furniture, distinctive antiques and estate pieces. Don't miss their "whopper" of a sale on 8/24 & 25. Here, these decorative accents such as heritage lace, braided rugs, artwork and florals grace their shop.

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Third Place, Daily Under 45,000

Daily Record

“Chester Shopping”

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Barbara Miele

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Janet Zeek

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Asbury Park Press

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Ann Marie Dixon

Ocean County is Part of the Cure



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Courier News

“Mother’s Day A to Z”

Staff



LIFE St. Francis: Living independently for elders

LIFE St. Francis is the newest healthcare choice for elders living in Mercer County and sections of Burlington County. We are a program of All-Inclusive Care for the Elderly (PACE), which can assist elders to live safely at home while being helped by a team of healthcare experts.

If you're like millions of other family caregivers, you want the best care for your aging loved one. But getting that care can be frustrating. You know what it's like to drive your loved one to different appointments, you know managing medications and coordinating care between doctors can be challenging. And you struggle with leaving your loved one at home alone during the day. It doesn't have to be this way.

LIFE St. Francis can coordinate all the care and services your loved one needs so you don't have to place them in a nursing home. LIFE St. Francis is a service of St. Francis Medical Center, one of Central New Jersey's most respected healthcare providers since 1874.

The LIFE Center is an important part of this program. It is located at 1415 Liberty Street in Hamilton Township. Here, seniors receive health care, nutritious meals, and participate in activities with others as they may remain active, socialize and make new friends. The LIFE Center provides one location where doctors, nurses and other healthcare professionals can provide treatment and monitor changes in an individual's health. Transportation to the Center is included.

The LIFE team will:

- Make a special healthcare plan for and with each participant.
- Manage all healthcare services for participants.
- Help participants to live safely in the community.

Participants receive all healthcare services from LIFE St. Francis. Other than emergency care, all services must be authorized by the care team. A provider within the LIFE network must deliver those services. Participants may be liable for unauthorized or out-of-program services.

In short, LIFE St. Francis provides all the medical and nursing care, physical therapy, occupational therapy, nutritional services, and social work support needed by a participant. When it's best for the senior, these services can be provided at home. If hospital, nursing home or home care is needed, it is coordinated through the LIFE St. Francis team.

There are no financial eligibility requirements to become a LIFE participant. However, many participants are enrolled in Medicare and qualify for Medicaid. You are eligible for this program if you:

- Are 55 or older.
- Live in the service care area.
- Are certified by the state at a nursing home level of care.
- Can live safely at home with the support of the LIFE Team.

Call LIFE St. Francis at (609) 599-LIFE (5433) to see if you or your family member is eligible.

RWJ Hamilton volunteers make a world of difference

Over 400 adult and junior volunteers provided more than 46,000 hours of service at Robert Wood Johnson University Hospital Hamilton (RWJ Hamilton), announced Kathy Gabel, the hospital's manager of volunteer services, at a banquet Wednesday evening.

"The service provided by our volunteers is an extraordinary example of neighbors helping neighbors," said Skip Cimino, RWJ Hamilton president and CEO. "On any given day, our volunteers are helping patients, families and medical personnel. Sometimes they are the first face a visitor sees at our hospital, so they really help us achieve our commitment to providing excellence through service and quality."

These volunteers, says Gabel, play an important role in personalizing patient care. "We have a diverse volunteer team ranging in age from 14 to 90. They had fun from all walks of life, but they have each answered a personal call to help others," RWJ Hamilton volunteers greet patients, support patient care and help in various offices. They also help patients in non-traditional ways, such as playing the harp, providing Reiki therapy and RWJ Hamilton unique.

More opportunities to serve
Gabel is interested in developing relationships with potential volunteers

looking for a long-term association with RWJ Hamilton. "When people choose to volunteer with us, I feel so appreciative that they are willing to give their time and energy. They also come to realize volunteering is a good for their health and provides a nice outlet to socialize and make new acquaintances. It's really a win-win situation."

Women make up most of the adult volunteer force, so Gabel would like to recruit more men into the program, who account for 20 percent of the hospital's volunteers. "There are several opportunities which historically have been ideal for men. Many of our volunteers are retired professionals. They are pleased to find out we can place them in a volunteer role that incorporates their skills in providing great service while being active at the same time."

Most duties are performed during weekday business hours, adds Gabel. This year, RWJ Hamilton is expanding volunteer service to include a new after-school program from October 2010 through June 2011. "Our summer program for young men and women has been hugely successful, so we are offering more opportunities for local high school students to serve after school." To learn more, students interested in volunteering should go online this summer to rwjhamilton.org/volunteer.

For more information, Karly Gabel can be reached at (609) 584-6770.

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The Times

“Volunteer Week”

Staff

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For more information call 609-599-LIFE (5433) or visit www.stfrancismedical.org/LIFE.

Participants may be liable for unauthorized or out-of-program services.

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For more information about our volunteer program, call us at 609.631.6981.

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First Place, Weekly

The SandPaper

“Ice Cream”

Staff

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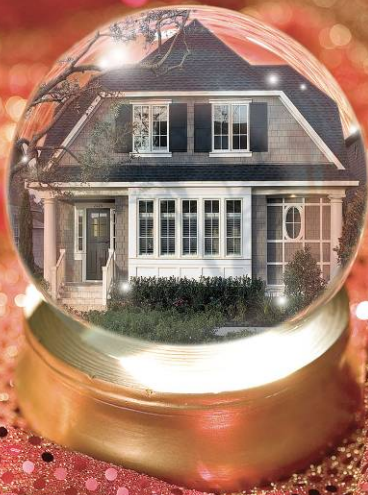
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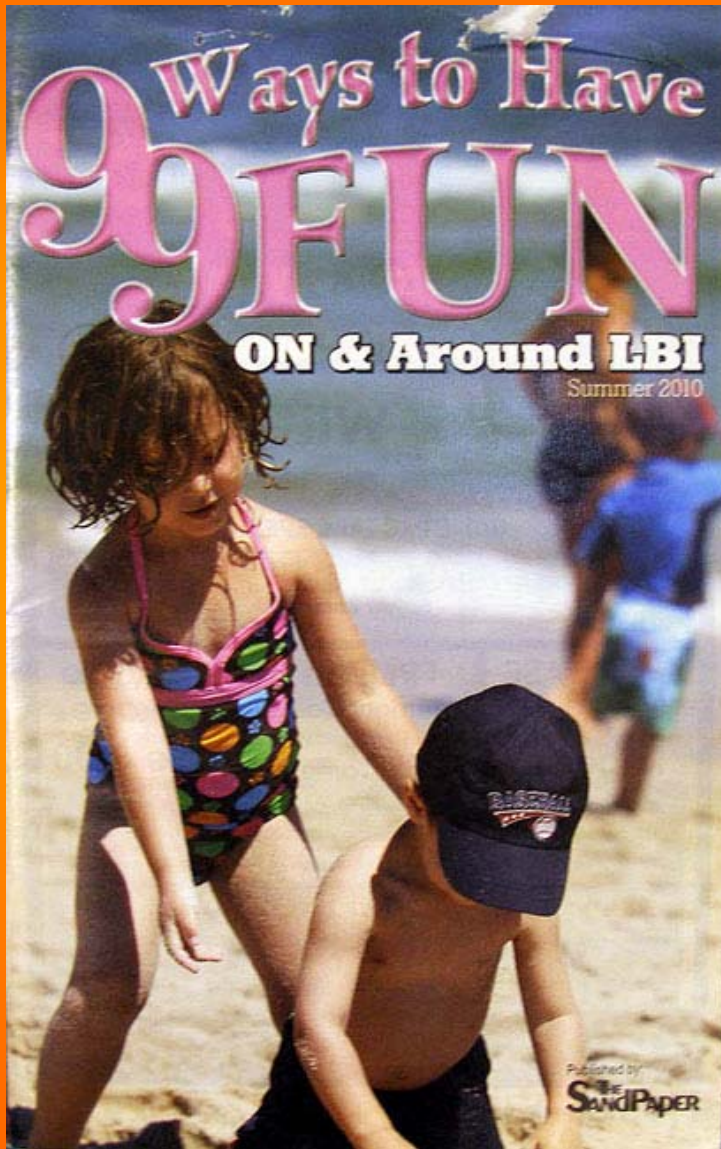
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Sharon and Clifford Freshwater at their restaurant, Freshwaters in Plainfield.

ACHIEVING SUCCESS

170 local business owners and experts talk about lessons learned and their plans for growth this year

Courier News

Central Jersey Economic Outlook

| | |
|-------------------------|-------|
| SMALL BUSINESSES | 2-8 |
| AUTOMOTIVE | 9 |
| BANKING | 11 |
| EDUCATION | 12-14 |
| EMPLOYMENT | 15 |
| HEALTH | 17-20 |
| RECREATION | 21 |
| RESIDENTIAL REAL ESTATE | 22 |
| COMMERCIAL REAL ESTATE | 23 |
| TELECOMMUTING | 24 |

By PAUL C. GREZILLA
ECONOMIC OUTLOOK

During the past 12 months, owners of Central Jersey businesses — large and small — learned that the way they've done business over the years may not necessarily work in today's complex and challenging times.

But they've also learned that refocusing on core business principles, being flexible and not overreacting to trends, will help them achieve success in the coming months.

Those are some of the lessons learned from the more than 170 business owners and experts interviewed for the 2010 Forecast section. Other overarching trends:

- Some feel the need to be selective and streamline operations, even while maintaining value and customer service.

- Many said setting goals, constantly expressing customer appreciation and keeping a consistent vision will bring success and growth in 2010.

- Other business leaders and owners say these tough times underscore the need to form strong collaborations with organizations and leaders who share their own vision and passion.

No one we talked to said the past year was easy, regardless of the business.

Charles Durwin once said, "It is not the strongest who survive or the fastest. It is the one who can change the quickest," said Robert P. Wise, president and chief executive officer of Hamersley Healthcare. "We realized it was the year that the recession of 2009 was behaving unlike other recessions. It was affecting people's decisions to use health care services as well as other financial decisions. Usually, hospitals and health care organizations are recession proof. The recession was so deep that people were delaying needed treatments, surgeries and doctor's visits to save money."

See Forecast, Page F15



SHARON HILL PHOTO: JENNIFER HILL
Patty Haeck, owner of USA Karate in Green Brook.



SHARON HILL PHOTO: JENNIFER HILL
Michelle McNeagel, owner of Urban Cottage in Gladstone.



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Tod Wilson and his store mascot, Pie Man, at Mr. Tod's Pie Factory in Franklin Township.



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Gary Shiman and David Gropper of Somerville Aluminum.

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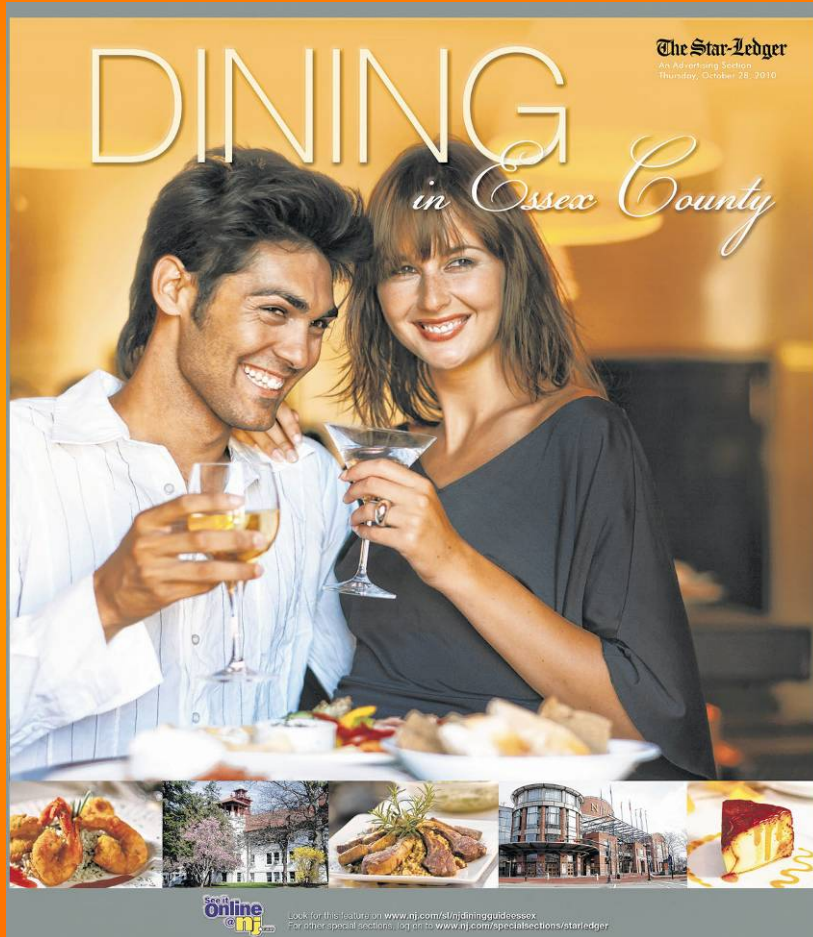
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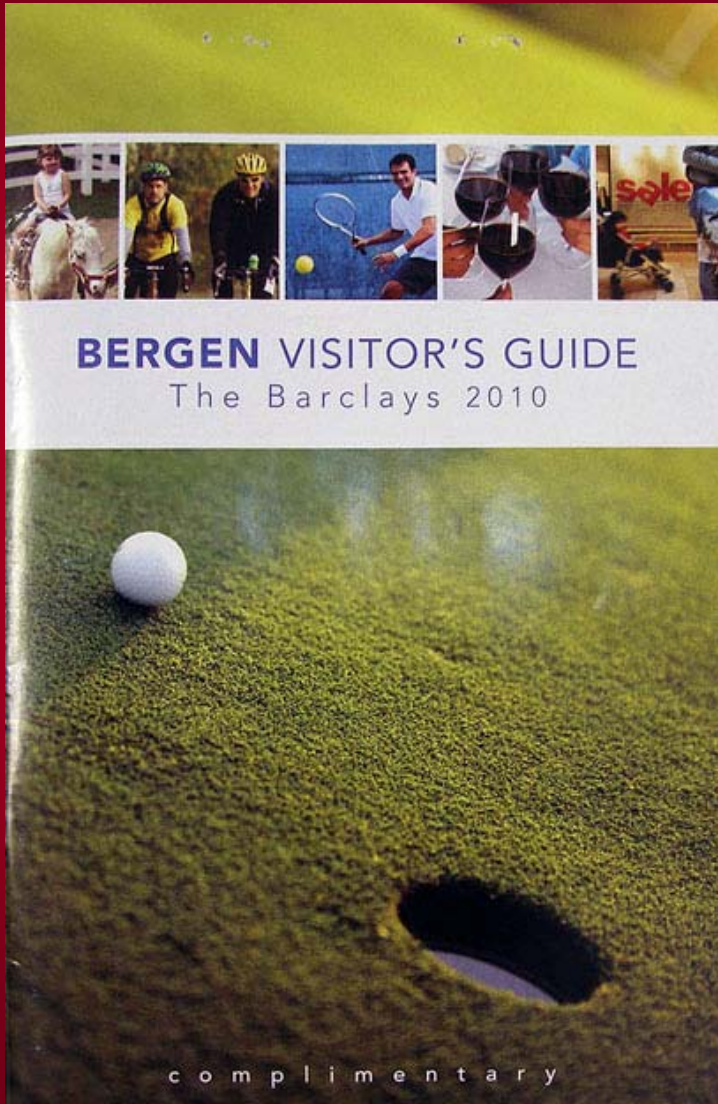
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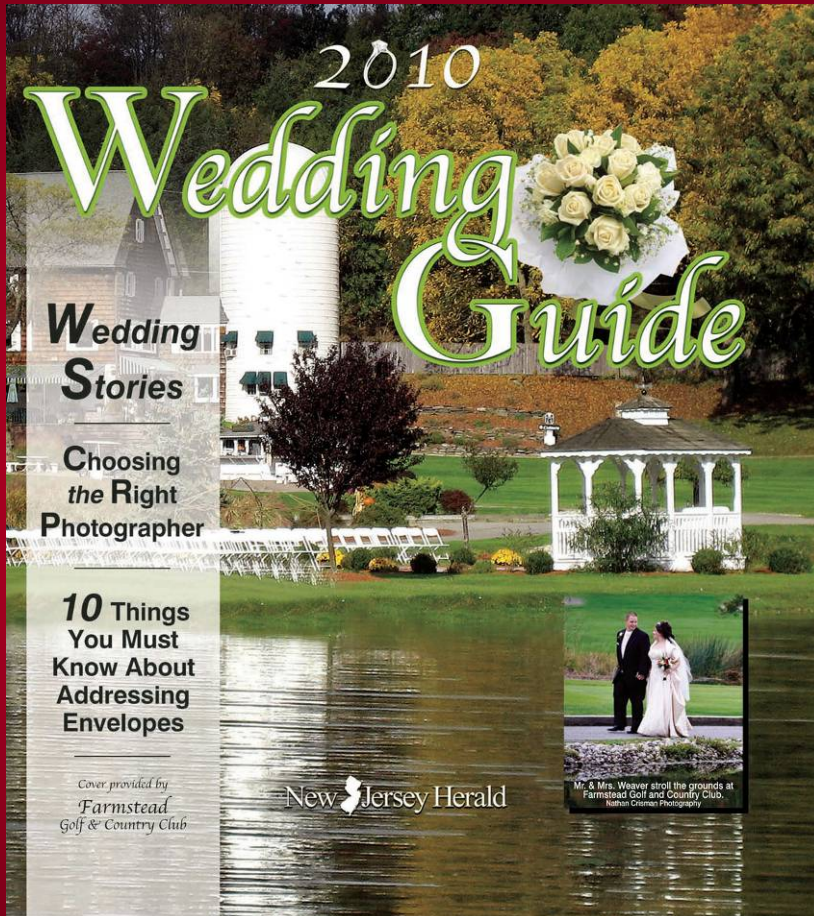
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Technology aids breast cancer intervention

By Kathy Mullins
Special to The Star-Ledger

One in eight women in the United States will be diagnosed with breast cancer in her lifetime, according to 2010 American Cancer Society (ACS) data. Early detection, followed by timely treatment after diagnosis, can help increase the chances of surviving breast cancer. ACS reports that the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, now is 98 percent compared to 74 percent in 1982. Regular screening contributed to these improved rates, as well as technological advances that have made diagnosis more specific and treatment more personalized.

Sophisticated Screening

Three common tools are used to screen for breast cancer: mammography, recommended for all women over age 40; breast ultrasound, which provides specific information about a tissue mass; and breast MRI using a contrast agent, which generates detailed images with tissue or blood vessels enhanced.

All three methods can be augmented with CAD (Computer Aided Diagnosis), which utilizes an algorithm to analyze digital images. Anything abnormal, even if benign, is marked, providing a "second set of eyes" that guides the radiologist's review.

"Because CAD detects even small lesions, it has improved early detection and accuracy," said Dr. Edward Poon, chair of interventional radiology at Jersey City Medical Center, which offers detection, healing, support and recovery services for women in the Hudson County area.

Each test reveals different information. Breast ultrasound and breast MRI are complementary, rather than exclusive to mammography. Physicians choose methods that are safest and most appropriate for each patient, he stressed.

Digital ultrasound is useful when there is not enough fatty tissue, often the case with younger women. "These images show the muscle and fat planes and subcutaneous layers in sharp detail," Dr. Poon said.

A physician might suggest

a breast MRI with contrast if something is suspicious for cancer. "New MRI units have additional software that accurately measures and analyzes the uptake and wash-out rate of the contrast



agent at various points, which assists diagnosis," he said.

Since radiology is very equipment-intensive, Poon recommends seeking facilities with the latest digital equipment, which produces sharper images, exposes patients to lower radiation, and accommodates physical variables, such as larger breasts.

"If a biopsy is needed to determine whether a suspicious mass is benign or malignant, this may be accomplished through guided

biopsy under mammogram, ultrasound or MRI. A pathologist checks samples for cancer cells.

The physician may perform a fine-needle aspiration, removing cells or fluid from a breast lump; or, perform a core biopsy, using a wide needle to remove one sample of breast tissue per insertion. A vacuum-assisted device collects multiple tissue samples during a single needle insertion.

For Stereotactic Breast biopsy, a special mammography machine uses ionizing radiation to guide the radiologist's instruments to the site of the lesion. Sometimes the lesion can only be detected under MRI. "We use a special coil and grid to retrieve tissue during a Breast MRI guided biopsy," Dr. Poon said.

Personalized Intervention

"Breast cancer is not one disease. Rather it is a full spectrum of diseases that cluster in five different groups. Understanding the differences of these breast cancer groups is what drives treatment today," noted Dr. Deborah

Toppmeyer, director of the Stacy Goldstein Breast Cancer Center at The Cancer Institute of New Jersey.

In the past, she said, everyone was grouped together. A lot of women were treated with chemotherapy to benefit a few. "Now cancer researchers drill down and look within the five clusters to see which types have the better acting or worse-acting endocrine response."

"What is happening in breast cancer treatment is what we mean when we talk about personalized medicine," she said. "By better defining the tumor and the host, we are able to target therapeutic strategies appropriately."

Often patients become upset when their treatment differs from that of a friend or relative with breast cancer. Toppmeyer stressed that one size does not fit all.

"Every tumor is different. Each subgroup in the spectrum has a molecular profile and particular toxicities. The physician must study the tumor and decide whether or not this individual can

Continued on page 10

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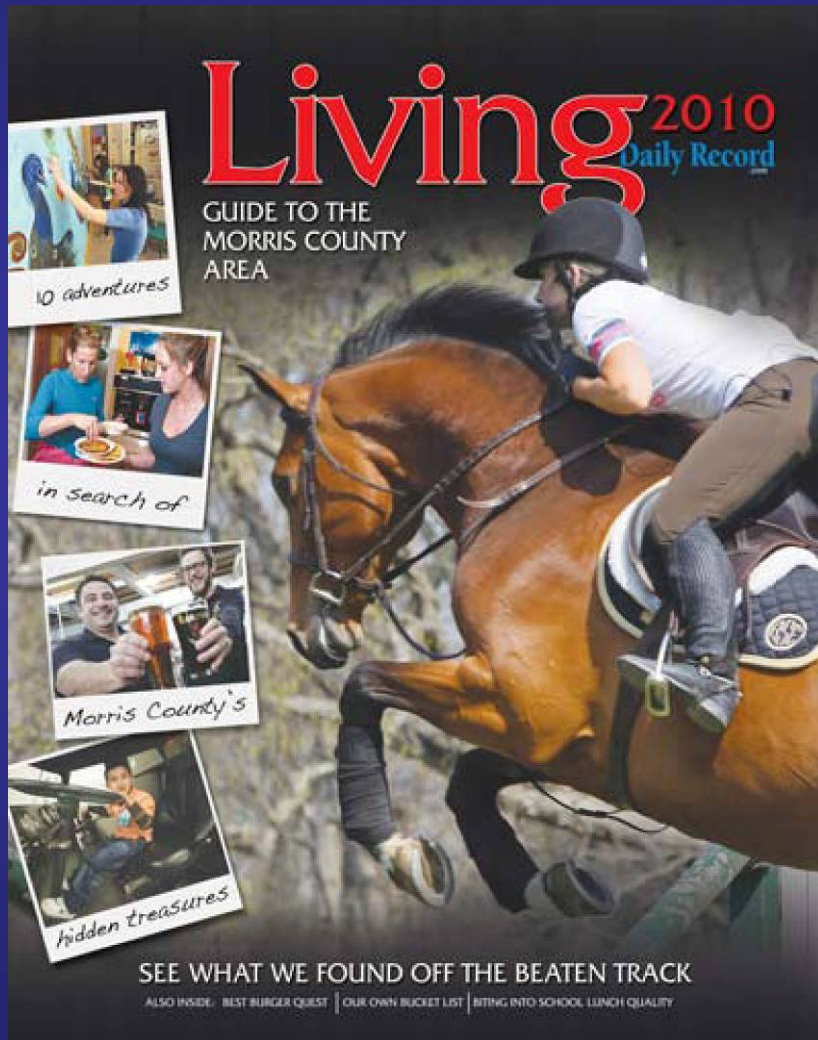
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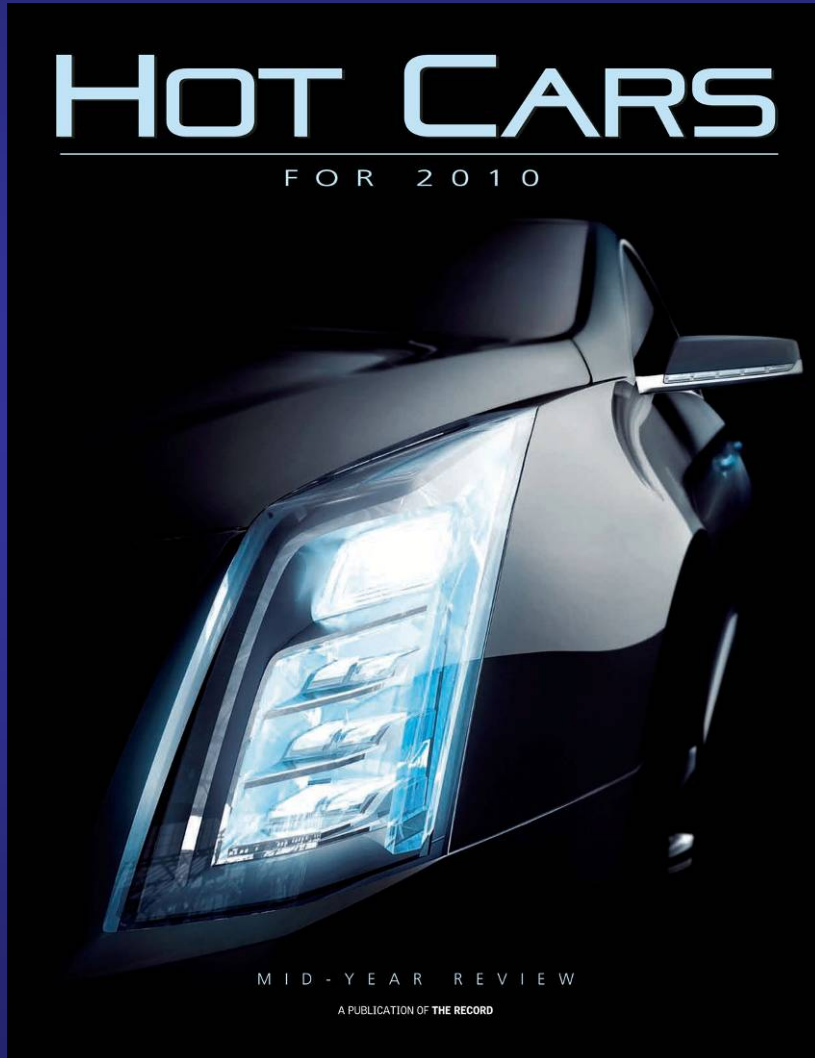
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Even Dapozita, 5, Romi Vizio, 3, of Budd Lake and Mikayla Vizio, 5, at the beach at Budd Lake. Photo: Victoria Wilson

Better than the Shore

Budd Lake's beach perfect for swimming, relaxing closer to home

By VANESSA VERA ROMAN
PHOTO: VICTORIA WILSON

and relax on her piece of shore close to home.

"I think this beach is wonderful. Mount Olive did a wonderful job on the beach," Krizan said. "It's one of the best assets that Mount Olive has."

The Budd Lake beach, located on Route 40 West, is where Mount Olive residents come to play or relax for free. Nearest, down town has the opportunity to do the same for a small fee.

Beach season started in June and ends on Aug. 28. Throughout the summer, beach staff offer swim lessons as well as a host of activities for families such as movie nights, family concerts and birthday parties, Mary Lou McGrath, the beach's director for the last four years, said.

"I think the atmosphere we have here is inviting," she said. For 22-year-old Hamburg resident Susa Sapunich, it's precisely the atmosphere that brings her to Budd Lake almost daily.

Sapunich and her sister, Budd Lake resident Joselyn Del Vecchio, 20, usually visit the beach together, along with Del Vecchio's three children and Sapunich's 2-year-old daughter.

"It's a better atmosphere than drive an hour away down the Shore. It's more family oriented," Sapunich said. "They look out for each other here, all the families. Everyone's watching everyone's kids," she said.

For Del Vecchio, a smaller crowd at the lake means she has an easier time keeping an eye on her children.

"I like the fact that it's intimate so we see other people (my daughters) because it's a school," Del Vecchio said of the beach.

Additionally, both sisters agree that the beach is an affordable place to visit.

See Beach, Page 4

Third Place, Daily Under 45,000

Daily Record

"Mount Olive This Week"

Staff

from the editor

Hey Mount Olive, we love it here — really!

Do you love Mount Olive and all its parts — Budd Lake, Flanders and Bartley? How about Stolpers State Park, Waterloo and Saxton Falls? We do.

Have a soft spot in your heart for Netcong, U.S. too.

OK — sometimes it gets a little congested. Inching onto 80 East at morning rush hour in Budd Lake. Quarter past 1 at the corner of Main and Route 206. Or 24-7 at the Netcong Circle.

And what's with all the banks? How about few gourmet restaurants, or a few clothing stores on our side of the mall? Still, we are blessed with great neighborhoods, wonderful parks, top-shelf schools and — well — as our most interesting and precious asset.

Welcome, then, to Mount Olive This Week, which brings our neighborhoods to life by focusing on the people who live and work in them. Inside you'll find interesting, fun and useful information on:

- Where we eat, play and shop.
- Our celebrations — photographs of us (sometimes full pages of them) having fun and doing our favorite things.
- An example of a local hero — a regular person doing good work when no one is looking.
- How we exercise.
- What houses and condos we're buying.
- One of our pets, okay, if you love them, so do we!

And lots more, including stories and briefs about the good things people are doing in our suburban 'hood.

If you like what you read in Mount Olive This Week, we'd like to know. And if you can point us in the direction of an interesting article, store, restaurant or local hero we should profile, please do — even if it's just a drop-in as well as digital e-mail gamet.com, or call us at 973-684-6147.

We hope you enjoy Mount Olive This Week.

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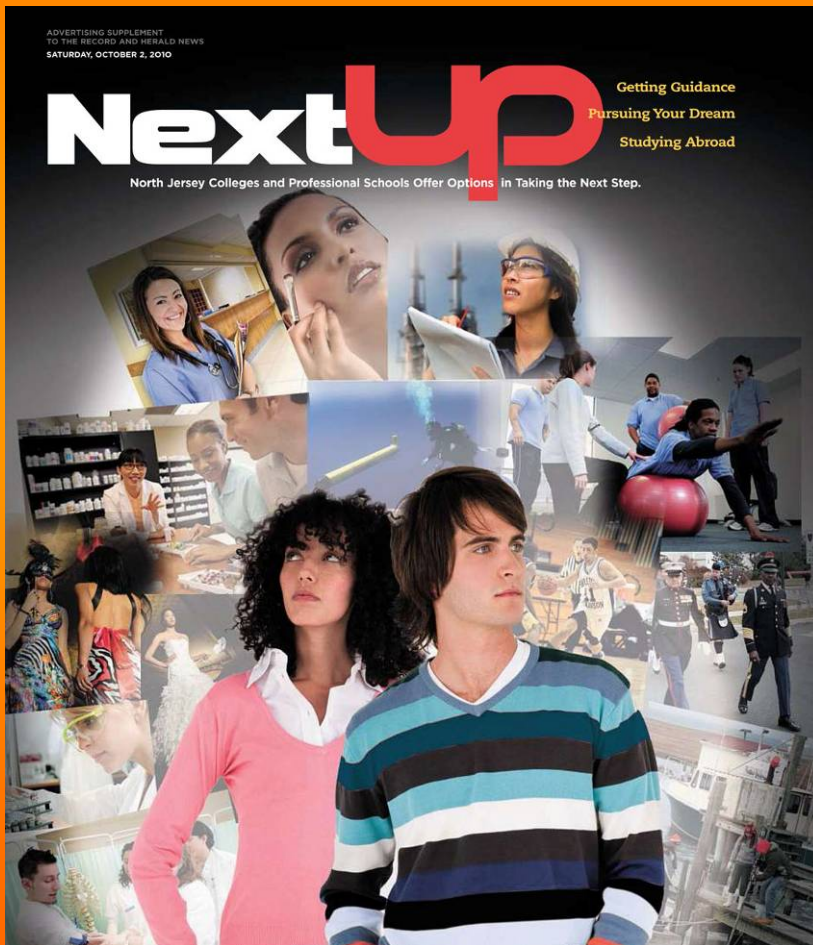
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MUNCHING FOR A CURE STORY/A5 PANERA GIVES BACK



SUNDAY

Courier News

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Raising awareness about breast cancer



Jill DeMaio of Monroe was 29 when she was diagnosed with breast cancer and underwent an aggressive form of treatment. Last month she was part of 'Survivor Ride Day' and went up in the Horizon Blue Cross Blue Shield of New Jersey blimp.

SURVIVOR: IT'S NOT YOUR GRANDMOTHER'S DISEASE

By MARLA PERITO

MONROE — While her friends were talking about babies, weddings and their futures, 25-year-old Jill DeMaio was just hoping that tomorrow was in her grasp. Now, at the age of 45, the Monroe resident's youthful struggle with breast cancer is a story of courage and hope — and one that the Central and South Jersey chapters of the Susan G. Komen for the Cure Foundation wants the world to hear.

It also was meant to be a meaningful experience for an individual who's endured such trying times, said Monica Smith, spokeswoman for the foundation. "We wanted someone to look at Jill, hear her story and think... that could be me," Smith said. DeMaio still recalls the fateful day when, while getting dressed, she brushed past a compact on a lamp on her breast. With some prodding from a friend, she wanted to know what it was.



Jill DeMaio counts and checks T-shirts in advance of today's Race for the Cure event at the Ringo Great Adventure and Wild Safari Park in Jackson Township.

Bound Brook nursing home, union in fight Dispute stems from vote to unionize

By KARLA L. RICHARDSON STAFF WRITER

BOUND BROOK — Somerset Valley Nursing and Rehabilitation Center's parent company used its health care workers union as leverage in a battle before the National Labor Relations Board. The union, 11985SU United Healthcare Workers East, has filed several...

Central Jersey comes together to raise funds

When Elaine McCale was diagnosed with breast cancer in March 2006, she was shocked, then anxious. If she didn't have a family history of breast cancer, she still developed it. In her case, what did this mean for her daughter?

HEART BEATS



By Jeff Weber

The Branchburg native was diagnosed with Stage I triple-negative breast cancer after a routine mammogram, a frequent process because of calcium deposits in her right breast. Finding cancer in that breast wouldn't have shocked her. Developing it in her left breast would have.

PRESS FOR A Cure

After undergoing a partial mastectomy with lymph node removal, followed by chemotherapy and radiation therapy at Somerset Medical Center in Somerville, McCale talked with her daughter Nicole Zentz, 31, and decided they should have genetic counseling to assess their own risk of developing breast cancer.

McCale met with Lena Lafata, a breast cancer patient navigator, who conducted a risk assessment about McCale's health history and scheduled McCale and Zentz to meet with board-certified genetic counselor Hatalie.

We test for genetic mutations in genes such as BRCA1 or BRCA2, but we provide context and accurate interpretation for those test results and give patients a clearer picture about their options," said Vig, who works in partnership with the Cancer Institute of New Jersey in New Brunswick.

The genetic counseling program is designed for anyone who is concerned about his or her risk for developing breast cancer, 60+ or her risk for developing a mutation has the potential to be passed down to the patient's children.

Best cancer is linked to ovarian cancer if there is a mutation of the BRCA1 gene — or tamoxifen — or tamoxifen — or tamoxifen. So if a genetic link to breast cancer is found, a patient and his or her family members will receive counseling on treatment options for both types of cancer.

Fortunately for Zentz, a mother of two, testing and counseling revealed no genetic mutation. "The benefit of this program is that not only do

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"Sunday Courier News Raising Awareness About Breast Cancer"

Staff

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Pain, struggles on road to survival



Reporter recalls breast cancer battle : PRESS
By Bonnie Delaney

EDITOR'S NOTE: In 2010, 4,800 people in New Jersey will be diagnosed with breast cancer. More than 1,400 will die of the disease this year, according to the American Cancer Society. Ten years ago reporter Bonnie Delaney was diagnosed with breast cancer. Here is her story.

By BONNIE DELANEY
Staff Writer

TOMS RIVER — Each Labor Day weekend brings me back to the day I woke up with a lump the size of a golf ball on my left breast.

back memories not of surgery, but of the turkey dinner my husband cooked that I could not eat because I had returned home that morning following surgery to remove a Stage 1 tumor from my breast.

That is the way I remember the holidays that marked my hour with breast cancer: 10 years ago. I was 45 and hadn't yet had a mammogram. My excuse: Life got in the way. I was busy with my job as a reporter for the Asbury Park Press and had two preteen children at home who were busy with school, soccer, sports and dance.

I woke up on the Saturday of Labor Day weekend in 2000 with what felt and looked like a giant lump on the side of my left breast.

See Survivor, Page A4

TEA PARTY SUPPORTERS RALLY



Radio and TV personality Glenn Beck talks during his "Restoring America" event Saturday night at the Northern Star Arena at Six Flags Great Escape in Jackson.

Beck cheered at Great Adventure

By KETH BUSCETTI and COLLEEN CURRY
Staff Writers

JACKSON — A crowd of about 700 people, made up of mostly of Tea Party supporters, gathered at Six Flags Great Adventure on Saturday to help lack of conservative talk-show host Glenn Beck's "Restoring America" tour.

Spectators paid \$20 for a ticket or \$120 for special VIP privileges to listen to speeches by various conservative and libertarian activists, radio talk-show hosts and musicians in a six-hour event.

The controversial and flamboyant radio and television personality Beck was the main attraction. He went on stage shortly after 7 p.m. to a hero's welcome.

It was the first stage performance by Beck since his Aug. 28 rally in Washington, an event that attracted nearly 100,000 people.

But that event was free and was heavily marketed for months. That is in contrast to Saturday's appearance at the Northern Star Arena in Great Adventure, said Janet Longo, a Tea Party activist and one of the rally organizers.

"We only put this together in a couple of weeks," said Longo, a Jackson resident. "But I'm glad the people came out."

Although the crowd was well short of the 4,000 capacity for the arena, there was a large contingent of conservative media in attendance.

The rally was broadcast by satellite radio on XM Patriot Radio and online by Palomas Media, a conservative multimedia website.

See Rally, Page A2

IN DEPTH

Fertilizer debate heats up

IN TRENTON: Plan to limit runoff pits lawn care industry against environmental groups.

By KIRK MOORE
Staff Writer

The warmest summer in 44 years was just a prelude to the heated battle brewing between the lawn care industry and environmental groups in Trenton.

Both sides are fighting over legislation that would limit fertilizer runoff pollution in Barnegat Bay, the state's largest and most endangered estuary.

The bill, if it passes this fall, would prohibit New Jersey lawn care businesses from applying lawn fertilizer from Nov. 15 to March 1.

Industry representatives say the bill is a critical — and predictable — season as contractors nurse back turf damaged by summer heat.

and feed it to prepare new growth.

"Eight of my guys would be on unemployment a month earlier," said Dave Miodonsky of Lawn Doctor as he whirled a seeding machine across a Toms River lawn. "We're up against the leaves now in the fall, just trying to get the winter services done. Customers say, 'I'll call when I get the leaves off the lawn.' But sometimes you don't get that call until after Thanksgiving."

In recent days industry advocates were back in Trenton, trying to persuade lawmakers to push the fall cutoff date back into late December.

A four-month curfew on feeding lawns is a move that Barnegat Bay conservation groups say is the surest way to stop excess fertilizer from washing into Barnegat Bay and other waterways across the state. But lawn industry advocates say that would eliminate 90 percent of their business, to get at what they consider is only 2 percent of the bay's runoff pollution.

"It's about the people groups marching Saturday to the Lincoln Memorial and pledged to support Democrats struggling to keep power on Capitol Hill.

"We are together. This march is about the power to the people," said MSNBC host Ed Schultz.

"It's about the people groups marching Saturday to the Lincoln Memorial and pledged to support Democrats struggling to keep power on Capitol Hill.

See March, Page A2



First in Print

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See March, Page A2

MEANWHILE IN WASHINGTON . . .



Crowds gather at the Lincoln Memorial in Washington Saturday to participate in the One Nation Working Together rally to promote job creation, diversity and tolerance.

D.C. march backs Dems

THE ASSOCIATED PRESS

WASHINGTON — Tapping into the same anger that fuels the Tea Party movement, a coalition of progressive and civil rights groups marched Saturday to the Lincoln Memorial and pledged to support Democrats struggling to keep power on Capitol Hill.

"We are together. This march is about the power to the people," said MSNBC host Ed Schultz.

"It's about the people groups marching Saturday to the Lincoln Memorial and pledged to support Democrats struggling to keep power on Capitol Hill.

See March, Page A2



WEATHER
 Mostly cloudy
 High: 46, Low: 33
FORECAST, PAGE A2

| | | | |
|-------------|-----|----------------|-----|
| News | A1 | Home & Fashion | E17 |
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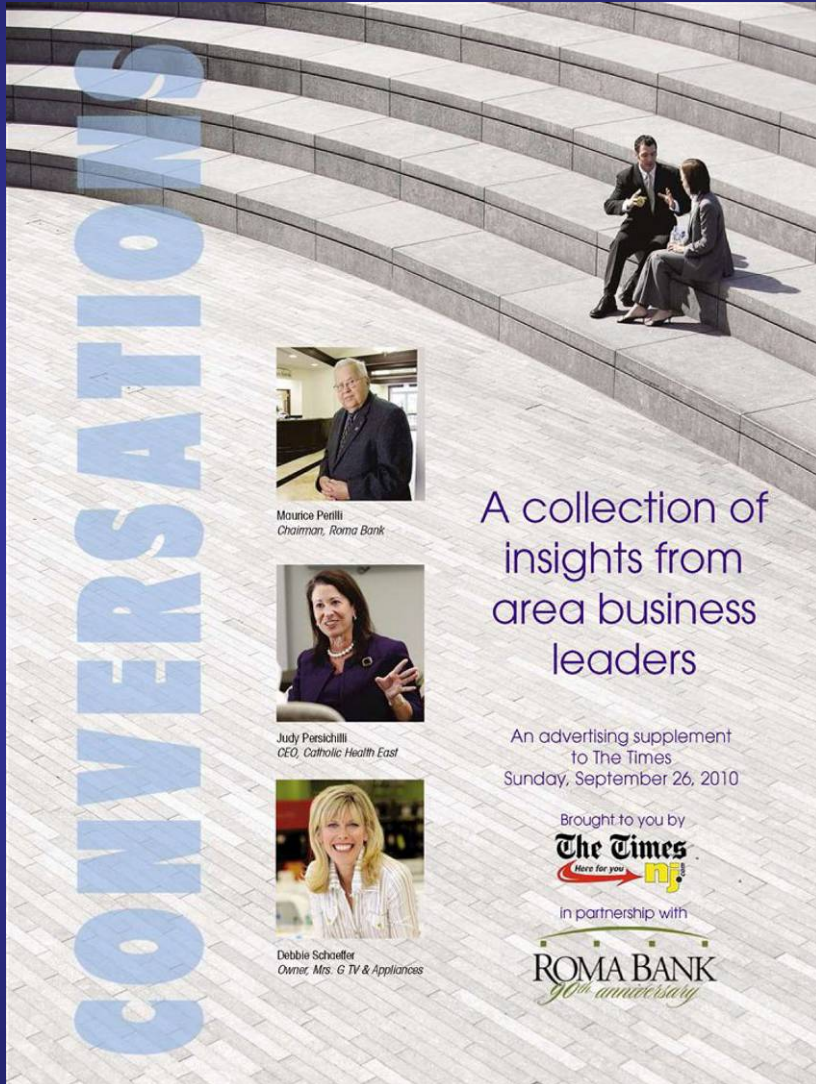
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Living with seasonal affective disorder

By Laura Evans
Special to The Star-Ledger

Writer William Arthur Ward once said that "a cloudy day is no match for a sunny disposition." While this may be true in the figurative sense, poor weather conditions literally can have major and lasting impacts on one's mood and overall well-being, as seen with seasonal affective disorder (SAD).

Often mistaken for "the winter blues," SAD is a seasonal form of clinical depression typically seen in the fall and winter months, according to Victoria Tomasek, Ph.D., specializing in geriatric mental health. Tomasek is a consulting psychologist at Fellowship Village, a not-for-profit senior living retirement community in Bernards Township. SAD "affects an estimated 6 percent of the population of the United States, and is more common in women than men. The average age of onset is 23 years, and the risk of developing SAD decreases with age."

It is a cyclic, seasonal condition, meaning that depressive symptoms begin and end at approximately the same time each year, usually appearing during late fall or early winter and subsiding during the sunny, warm days of spring and summer," Tomasek said. While the specific cause of SAD is not clear, experts

believe that reduced levels of sunlight during the year's shortest days have a direct effect on patients. This can affect one's biologic clock (or circadian rhythm), disrupting one's sleep-wake cycle and leading to feelings of depression.

Some of the most common signs of SAD include depression, hopelessness, anxiety, extreme fatigue or sluggishness, oversleeping, social withdrawal and loss of interest in normally pleasurable activities, appetite changes (especially a craving for foods high in carbohydrates), weight gain and difficulty with concentration, according to Tomasek.

Linda Reynolds, director of the Adult Outpatient Unit of the Behavioral Health and Psychiatry Department at Toms River Regional Medical Center in Elizabeth, advises patients to take note of the severity of their symptoms. "When people struggle to get out of bed (and/or isolate themselves), these

Many affective disorders, such as SAD, have a genetic predisposition, according to Dr. Cheryl Kennedy, associate professor and vice-chair of the Department of Psychiatry at the New Jersey Medical School-UMDNJ in Newark. Another factor that increases one's risk of developing the condition is geographic location.

more and more, that's when they should call a doctor. People may already have dysthymia, a low-grade depression, and notice it gets worse (in the fall or winter), or they become more irritable," she said. "A person (also) should see a doctor if sleep and appetite patterns have been disrupted," Tomasek said. "SAD is considered a subtype of depression or bipolar disorder as outlined in the Diagnostic and Statistical Manual for Mental Disorders (DSM-IV), as well as the criteria for the seasonal pattern specifically. Generally, these criteria stipulate that for a diagnosis of SAD to be given, the patient must have experienced significant depressive symptoms at the same time (i.e., fall or winter) for at least two consecutive years. For SAD to be diagnosed, these periods of depression are followed by periods in which the patient is free of depressive symptoms (i.e., the symptoms abate during spring and summer months)."

"To help diagnose SAD, your doctor or mental health professional will do a thorough evaluation that includes detailed questions about mood, seasonal changes in thoughts or behavior, sleeping and eating patterns, etc. Patients should have a good physical examination by their medical doctor to rule out any underlying physical problems that may contribute to depression," Tomasek said.

To successfully treat SAD, many experts recommend a combination of psychotherapy, in which patients expose themselves daily to bright light mimicking sunlight emanating from a light box; antidepressants; psychotherapy and regular exercise. Anti-depressants "require one to two months to reach a therapeutic level in the bloodstream and therefore would need to be taken prior to seasons of reduced light," Tomasek said. "Psychotherapy, particularly cognitive behavioral therapy, is effective in treating all forms of depression, including the symptoms of SAD. Although SAD is thought to be related to biochemical processes within the body, one's mood and behavior also can add to SAD symptoms. Cognitive behavioral therapy can help identify and change negative thoughts and behaviors that make a person feel worse," she said. Patients should continue to take medication for about a month after they start no longer feeling better, according to Kennedy, and cessation should be gradual.

"People are very resistant to taking medications for psychiatric disorders," Kennedy said. "There is a stigma. People don't view (psychiatric disorders) as being in the same category as other medical disorders, and they are. The brain deserves as much attention as any other organ (patients would treat)," Kennedy said. "I think that treatment can be effective," Reynolds said. "People should know they don't have to suffer through this. With treatment, people do get better and can better manage (SAD)." ♦

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Trucking industry driving the economy

By Joe Szerman
Special to The Star-Ledger

Truck drivers and drivers' sales workers comprise one of the largest occupational fields in the country, holding approximately 3.2 million jobs as of 2008, according to the U.S. Bureau of Labor Statistics (BLS), which predicts that number will grow by 9 percent through 2018.

"The trucking industry plays a crucial role in driving the U.S. economy. There will always be opportunities for hard-working men and women to enter the field," said Joe Dalka, vice-president, line haul, Keystone Freight Corp., a division of National Retail Systems Inc., which provides integrated global logistics solutions in U.S., retailers, pharmaceutical companies and manufacturers. "We are hiring local, regional and over-the-road commercial truck drivers. They deliver freight to retail stores, pick up freight from vendor locations and transport shipments to distribution centers nationwide."

Headquartered in New Jersey, Keystone Freight Corp. provides full truckload and dedicated fleet services on a regional and coast-to-coast basis. It deals primarily in the dry van category, but also provides some refrigerated service. The company has facilities in 12 states, with major hubs located in North

and Greensboro, N.C. According to the BLS, drivers who operate trucks with a gross vehicle weight of 26,001 pounds — or who operate a vehicle carrying hazardous materials or oversized loads — need a commercial driver's license (CDL). Training for the CDL is offered by many private and public vocational-technical schools. A standard driver's license is required to drive all other trucks. Many jobs driving smaller trucks require only local or on-the-job training. To qualify for a CDL, applicants must have clean driving records, pass written tests on rules and regulations and demonstrate that they can operate commercial trucks safely. A national database permanently records all driving violations committed by those with a CDL, and issuing authorities reject applicants who have suspended or revoked licenses in other states.

"We require CDL A for all driver positions and hazard certification, plus double endorsements for some positions," Dalka said. "All of our driver candidates go through an extensive interview process, including a background check going back 10 years."

Federal regulations require employers to test their drivers for alcohol and drug use as a condition of employment and require periodic random tests of the

drivers while they are on duty. Drivers may not use any controlled substances unless prescribed by a licensed physician. A driver must not have been convicted of a felony involving the use of a motor vehicle or a crime involving drugs, driving under the influence of drugs or alcohol, refusing to submit to an alcohol test required by a state or its implied consent laws or regulations, leaving the scene of a crime, or causing a fatality through negligent operation of a motor vehicle. All drivers must be able to read and speak English well enough to read road signs, prepare reports and communicate with law-enforcement officers and the public.

Some trucking companies have higher standards than those required by federal and state regulations. For example, New Century Transportation in Westampton, Burlington County, which offers shipping solutions to many companies around the country from less-than-truckload shipments to full truckloads, requires that its drivers be at least 23 years old and have two years of tractor-trailer experience. "We do pre-employment background checks, which include Motor Vehicle, checks, past employment, drug and alcohol and criminal checks," said John Kelly, director of recruiting for New Century Transportation. ♦

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