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**Cover: Nevele Hotel Golf Course 1978, Town of Wawarsing, Ulster County, New York, USA.**  
Adapted from a 25-year-old Nevele brochure in the collection of the Ellenville Public Library & Museum. See **Page 14** for Marion Dumond's article on "Golfing in Wawarsing," featuring courses at the Nevele, Napanoch CC, Yama Farms, Homowack, Tamarack, and Shawangunk CC.

## We want to thank the following Distribution Locations for agreeing to carry *Wawarsing.Net* —

**Ellenville: Canal Street:** Thornton Hardware, Ellenville Lumber, Top Shelf Jewelry, JM Originals, Time-Warner Cable, Advanced Mobile, Village Cleaners, Curves, The Eye Studio, It's a Cinch, Flight School, Hidden Treasures, Shadowland Theatre, La Bella Pizza, Coin-op Laundry, Dollar World, Stedner Printing, Wags, Ellenville Post Office, Fort Lox Bagels, Sprague & Killeen, B&G General Store, Ed & Al's Barber Shop, Mail Boxes & More, Liquor Store, Lighthouse Deli, Matthews Pharmacy, Ellenville Florist, Ace Hardware, Wawarsing Supervisor Office, Wawarsing Town Hall, Stewart's (Ellenville), Ellenville National Bank, Ellenville Library, Wilson's.

**Center Street:** Ellenville Medical Group, Johnny's Super Service, Getty Mart, Grill & Chill, Ming Moon, H & R Block, Cohen's Bakery, Napa Auto, Dominick's.

**South Main Street:** Berger & Solomon, Kaiser Murray Collier, Shanghai Red.

**North Main Street:** Ellenville Village Hall, M&T Bank, Ellenville Dodge, Osterhoudt Excavating, Euro Deli, McDonalds, RiteAid, Ellenville Beverage, Craft Chiropractic, Hair Encounter, Lucille Hand, Ellenville Ceramic & Tile, Pizza Hut, Family Dollar.

**Rte. 209 to Napanoch:** Boob Tube, B. Petroleum, B & H Garage, Route 209 Diner, Ellenville Hospital, Family Practice Center, China House, GNC, Spin City, Creative Clippers, Il Paradiso.

**Napanoch:** Country Flowers, Peters Market, James' General Store, Brother John's, Guzman's Bakery, Napanoch PO, Valley Mall Wines, Ricke Len's.

**Wawarsing to Kerhonkson:** Wawarsing PO, Citgo Xtra Mart (Wawarsing), Colonial Motel, Dr. John Lichtenstein, Exxon (44-55), Minnewaska Motors, STS Tire, M & M Variety, Stewart's (Kerhonkson), Mountain View Diner, Kerhonkson Post Office.

**South/East of Ellenville:** Callaway Club, Nevele Grande, Gold Mountain, Spring Glen Grocery, Spring Glen Post Office, County Line Rest; Ice Caves, Cragsmoor Library, Cragsmoor Post Office.

**Also:** Ellenville School, Ulster County Tourist Information Office (Kingston).  
(Don't see your location listed here? Call or email to be added to our route!)

# FREE Advertising

Did we immediately grab your attention? Or did you simply dismiss it as an impossible claim? But you *are* curious, right?

There's a classic pop-psychology experiment in which someone stands on a street corner offering passersby *FREE* \$5 bills. The bills *are* real; yet many, if not most, of the unwitting test subjects will simply *not* take the offered cash! When asked why, the standard answer is, "Well, they couldn't be *REAL* bills! *Nobody just gives away something of real value for free!*"

Fortunately, nobody reacts that way with our *FREE* monthly publication!

*MOST* of you seem to accept that a *FREE* magazine can be "something of real value," and are even beginning to look forward to each new issue with eager anticipation. The latter certainly makes an editor's heart glad, but it's the former that has convinced our loyal and growing advertiser base to support this venture so that it *can* remain *FREE!*

Which is why the following is puzzling: some of the same advertisers have been asked if they would be willing to write a regular or semi-regular column for **Wawarsing.Net** in their area of expertise. (After all, who would know *more* about a subject than someone whose livelihood involves being steeped in such information?) Yet, so far, only a handful have taken advantage of this opportunity to have what has been described to them as... *FREE Advertising!*

That's right... *FREE Advertising!* Many column inches of useful and informative information, placed in front of the same thousands of eyeballs that see their ads, usually read with more focussed concentration, and for a longer period, than the ad itself! And, there's the added benefit of repeatedly associating the writer as a knowledgeable authority on the subject... someone enthused enough about it to share his or her wisdom!

Now, it is not the editorial policy of this magazine to let businesspersons actually engage in blatantly and shamelessly *merchandising* their businesses in news copy. Though the line between news and marketing is a fine one at times, most can recognize when that line is crossed. But who can deny that informed consumers will regard the reliable source of useful and interesting information as someone to seek out when the need arises for those types of services or products?

Look at the useful tips *Craft Chiropractic* has dispensed on shoveling, backpacks, winter sports, and walking. Did you find the tips interesting and helpful? Did you remember who wrote them? Did they leave you with a positive opinion of the source? If so, point proven, enough said!

Fortunately, at least three more of our perceptive advertisers have recently come to the same conclusion, and have thus agreed to start submitting similar columns in upcoming issues for *your* edification and delectation.

How about *you, Mr. or Ms. Businessperson?* Not convinced yet? Call the Editor at **647-2868** for the full presentation! (If you're concerned your writing skills are creaky, don't worry... leave it to the Editor to polish things up for you! Or maybe you want to write about some subject totally unrelated to your business; well, if it is of local interest, and you have something interesting to say, you're still very welcome to explain what you have in mind! After all, this IS *your* community magazine!)

So, maybe this isn't a *FREE* \$5 bill on a street corner; but maybe it's an opportunity to get something even more valuable, dare it be said... *FREE ADVERTISING for YOU!*

**Wawarsing.Net Magazine** is published monthly by the **Ellenville-Wawarsing Chamber of Commerce, PO Box 227, Ellenville NY 12428, 845-647-4620, EWCOG@Wawarsing.Net**, which is solely responsible for its content.

**Wawarsing.Net** is also available online at [www.Wawarsing.Net](http://www.Wawarsing.Net). Print and online versions are copyrighted by the Publisher.

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