

Open for Business



At the new stainless steel counter in ACE's spacious new home are, left to right: Debbie Johnson, Bob Minnerly, owner Brian Culwell, Andy Turner, and Miguel Martire.

ACE Hardware's New Home

by Jane Wood

ACE Hardware, a long-time fixture on Ellenville's **Canal Street**, opened on Monday, September 15th, at its new location next to *Family Dollar* in the shopping center across from *Pizza Hut* on **Rte. 209**. Brian Culwell, **ACE's** owner and manager, bought the old store from the Auerbachs in 1999, and has run it successfully since then.

Mr. Culwell says that they decided to move in order to have more space, more room for parking, and a more centrally-convenient location for more customers. The new store is much larger – at least three times the size of the old one – and has extensive storage space at the back, as well as a loading dock. The loading dock is important to the enterprise, since **ACE** does an extensive internet business in addition to its in-store trade, selling power tools online to customers (some of whom come from as far away as Pennsylvania to pick up their merchandise).

The shopping center has a large parking lot – a good thing, since a recent traffic-flow survey estimated that almost five times as many cars pass by the **Rte. 209** site daily as pass the **Canal Street** location.

In addition to its already large inventory of traditional hardware stock, the new **ACE** will have expanded departments of paint, electrical, and plumbing supplies, lawn & garden, and seasonal items, including holiday decorations. (Christmas merchandise will arrive soon.)

The new **ACE Hardware** also provides all the services offered by the old *Mailboxes and More* store on **Canal Street**, run by Mr. Culwell's brother-in-law, Bob

Minnerly, who is a partner in the new establishment. The full line of Western Union, UPS, and faxing & copying services are provided here as well. The key to **ACE's** success at its old location was friendly, helpful professional service, and the owners are determined to continue that tradition. Mr. Culwell plans to have at least four to five personnel working at all times to assist customers looking for a special item, mix paint, and expedite check-out.

ACE Hardware will be holding its Grand Opening on **October 10th, 11th, and 12th**. Watch for their flyer, which will be distributed around town. There will be in-store demos, refreshments, give-aways, and special sales.

ACE's hours are **Monday - Friday 7 AM to 6 PM, Saturday 7 AM to 5 PM, and Sunday 9 AM to 3 PM.**

Their new address is **16 North Main Street, Ellenville NY 12428**. Email toolman@tool-corrал.com, Phone **647-7850**, Fax **647-7950**, and their Website at: www.tool-corrал.com

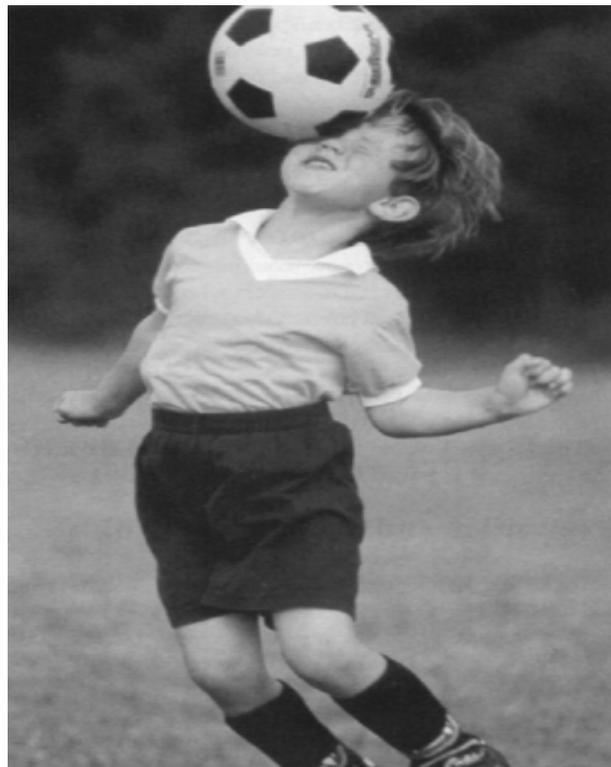


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