

Spring in MORRISTOWN

ADVERTISING FEATURE | OFFICIAL PUBLICATION OF THE MORRISTOWN PARTNERSHIP

Morristown Restaurant MONTH begins April 1

\$100+ Gift Certificate Giveaway daily

By Karen Roettger
Special to The Star-Ledger

A week just isn't long enough to get out and try all the great restaurants Morristown has to offer. So, this year look for special menus, coupons and promotions at 30-plus restaurants and food establishments in Morristown through April.

Presented by the Morristown Partnership and sponsored by 40North Restaurant Group, a division of the family-owned global restaurant brand Villa Restaurant Group, Morristown Restaurant Month is sure to be appreciated by many looking to get out after a long winter and enjoy the wide variety of dining options — both dine-in and take-out — in restaurant-rich Morristown.

"We look forward to the return of outdoor dining and an increase in foot traffic in Morristown this spring," said Jennifer Wehring, executive director of the Morristown Partnership. "Our many restaurants and food businesses have worked diligently through very difficult times in recent months and we hope this event will contribute to the ongoing recovery efforts in Morristown" she said.



Morristown Restaurant Month is sure to be appreciated by many looking to get out of the house after a long winter and enjoy the wide variety of dining options found in restaurant-rich Morristown.

Sponsor 40North Restaurant Group is bringing its A game this year with notable menu items at both of its Morristown restaurants. The Office Tavern Grill is rolling out specials including crispy pretzel bites, a double stack burger and the mouthwatering fried chicken bucket. Visitors to TOWN Bar + Kitchen will be delighted with choices including a special raw bar for two, coffee-crusted ribeye steak and spring vegetable risotto.

"We are very excited to welcome back restaurant week in this new month-long format," said Kevin Felice, director of operations and food/beverage at 40North. "Our customers look forward to this event, and especially after the past year, it's a great feeling to bring it back in 2021. We hope the change in weather and expanded capacities, coupled with Morristown Restaurant Month, will help bring the hustle and bustle back to the downtown scene," Felice said.

Thanks to sponsor 40North Restaurants, the event will feature a month-long daily **Morristown Partnership Gift Certificate Giveaway**. Dine-in and take-out customers of all Morristown restaurants and food businesses are invited throughout April to dine, post and tag for their daily chance to win.

One winner each day will be selected at random from social media posts meeting all entry requirements from the previous day posts only. Winners will receive **\$100 in Morristown Partnership Gift Certificates** able to be used at nearly 200 Morristown businesses, as well as varying bonus Morristown businesses' gift certificates.

Bonus gift certificate prizes were generously donated by local businesses including Roots Steakhouse, Chef Fredy's Table, End of Elm, Beenie's Ice Cream, The Grand Café, Millie's Old World, Qdoba, Enjou Chocolat, Seasons Olive Oil & Vinegar Taproom, The Office Tavern Grill, Kilwins, TOWN Bar + Kitchen and The Famished Frog.

At the conclusion of the event, one lucky poster from all entries throughout April will be selected at random to receive **\$500 in Morristown Partnership Gift Certificates**.

The improving weather will usher in the return of the very popular outdoor dining scene in Morristown. Thanks to the collaborative efforts of the Morristown Parking Authority, Morristown Partnership and Town of Morristown, the community will once again enjoy expanded outdoor dining venues.

Look for **Morristown Restaurant Month** posters throughout town featuring a QR code with specific details on the event. For the most up-to-date list of restaurants offering special menus, coupons and promotions, as well as a complete list of prizes and how to enter, visit the Morristown Partnership website at morristown-nj.org/mrm.

Morristown Partnership Gift Certificate Giveaway

How to Participate

TO ENTER (all required):

- DINE** in or take-out at a Morristown restaurant — all Morristown locations are eligible — or purchase food items from eligible establishments (hold onto your proof of purchase)
- POST** a picture of your meal or food item — same day of purchase only — on Facebook and/or Instagram (story and/or feed posts accepted)
- TAG** or mention the business where meal or food item photo was taken AND TAG Morristown Partnership on either Facebook @MorristownPartnership or Instagram @downtownmorristown

IMPORTANT REMINDERS:

- Social Media profiles must be set to public for us to see your post
- Follow Morristown Partnership on Facebook @MorristownPartnership and Instagram @downtownmorristown so we can see your post
- Photo entries are valid from midnight to 11:59 p.m. each day; this timeline will be strictly enforced
- Daily winners will be selected at random and announced on the Morristown Partnership Facebook and Instagram stories by 5 p.m. the following day; winners will also be notified via direct messaging
- Proof of purchase (receipt with date/time stamp) will be required in order to be eligible to win

Morristown Partnership website
www.morristown-nj.org

Morristown Partnership Facebook:
@MorristownPartnership

Morristown Partnership Instagram:
@downtownmorristown

MORRISTOWN
RESTAURANT
MONTH

SPONSORED BY:



Wells Rug Service Inc. celebrates 100th anniversary

Morristown business has been hand-washing rugs since 1921

By Karen Roettger
Special to The Star-Ledger

The Wells family opened their carpet cleaning business originally in nearby Boonton. Starting in 1921, three generations of the Wells family built an outstanding reputation in the community. In 1929, the business moved to its current location on Bank Street in Morristown on the site of a former Model T repair shop. The founder's son, Ralph Osgood Wells Sr. was influential in the New York Rug Association and prided himself on a commitment to exceptional customer service and a unique dedication to work done by hand with attention to every detail.

Helen Harlos worked for Wells Rug Service part-time in the early 1980s when an unfortunate robbery occurred. Without insurance coverage, the business finances were in jeopardy and the owners announced it would be sold.

Harlos had knowledge of the business workings and a keen awareness of its value and potential, so she spoke with her husband Harry and together they decided to seize the opportunity and purchase Wells Rugs in 1981. Harry's degree in engineering from Ohio State University and specifically his background as an industrial engineer added an element of professional efficiency to an already-established process.

Wells Rugs' name, reputation and popularity throughout Morris County endure today under the woman-owned direction of Harry and Helen's daughter Marilyn Harlos who took over in 2006.

A graduate of Morristown High School, Marilyn has led the

business through many challenges including a devastating fire, trucks crashing into the shop, her own personal health issues, and more recently the COVID 19 pandemic. Through all that, Marilyn remains deeply committed to her business, her now three generations of customers and her employees she calls 'family'.

"Many of my customers have shared childhood memories of walking by our building on the way to the former Maple Avenue School, slowing to watch the men washing rugs," said owner Marilyn Harlos. "Some well-known customers through the years have included Malcolm Forbes, William Simon, Gov. Christine Whitman, Fred and Alan Kirby, The Frelinghuysens and Charles Engelhard," Harlos added.

Wells Rug Service focuses on quality, not quantity, and specializes in cleaning and repair of Oriental and area rugs of all sizes, in addition to installation and cleaning of commercial and residential wall-to-wall carpeting and upholstery. A unique aspect of the business remains the hand-washing on-site to ensure preservation of the rugs; there is still no automation in 2021.

Additionally, they offer upholstery cleaning, as well as rug sales and installation. They are licensed, bonded and insured and offer pick up and delivery.

Wells Rug Service is located at 49 Bank St. in Morristown and open Mondays through Fridays, 8:30 a.m. to 5 p.m., and Saturdays from 8:30 a.m. to 1 p.m. For more information, call 973-539-3800 or visit wellsrug.com.



Not much has changed through the years. Wells Rug Service continues to focus on quality, and specializes in cleaning and repair of Oriental and area rugs of all sizes.



Wells Rug Service

QUALITY AREA RUGS & CARPETING

DON'T MISS THE LATEST MORRISTOWN HAPPENINGS!



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Morristown Parking Authority (973) 539-4810
14 Maple Avenue, Suite 101, Morristown, NJ 07960

NOW AVAILABLE! Curbside Pick-Up Zones
IDLE FREE ZONE
Keep Morristown healthy!
Turn your car off when parked longer than 10 seconds.
Curbside spaces are provided only on an as-needed basis for a business block. Contact the MPA for more information.

Curbside Pick-Up Zones are part of Morristown Parking Authority's ongoing efforts to support the downtown business community and its patrons. Contact-less & pay-by-app coming soon!