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## Willingboro rises as a Cannabis Contender with new Authorized Dealer location!

At The Smoke Signal, we love bringing you cannabis news, cannabis culture, and deals & discounts on cannabis across NJ! To celebrate their grand opening in Burlington County, Authorized Dealer Willingboro is giving all Smoke Signal readers an exclusive discount throughout the month of July!

Bring this issue into the Authorized Dealer Willingboro location for a stackable 15% off your order!



FREE!

FREE!

FREE!

THE SMOKE SIGNAL

THE GARDEN STATE'S FIRST & ONLY CANNABIS PRINT MAGAZINE

Volume 2, Issue 7

"PEOPLE OVER PROFIT"

July 2026

Willingboro, Meet Your New Dealer!





# THE SMOKE SIGNAL MAGAZINE

The Smoke Signal is an independently-owned & produced monthly magazine, highlighting the best of South Jersey cannabis culture! We celebrate weed, local arts & culture, and the small businesses that make South Jersey special!

Time is the most important thing we have as human beings, and we are so honored and grateful that you've chosen to take a little bit of yours to read this publication!

You can show your support for The Smoke Signal directly by supporting & buying from the small businesses, dispensaries, and cannabis brands you see in our pages! **Every purchase, mention, and repost counts!**

Visit our website for more information, discounts, and deals!



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**Founder/Editor** Dan Coyle  
**Poetry** Michael Hoff  
**Additional Writing** Richard Greene  
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**Print Shop** Pirolli Printing Co.

## July 2026 issue: What's in it?

**Authorized Dealer:** Willingboro is the next chapter for the North Jersey giant!

**Artist Spotlight:** Mother Yilk brings a sensitive rocker vibe to the function this summer

**Matchbook Chronicles:** Rich Greene walks us through the history of cannabis legalization with matchbooks!

**The One Hitter** brings you up to speed on cannabis news across the country!



**The Smoke Signal is proudly an anti-AI publication.** We will never knowingly use AI in the writing/design/creation of this publication, and will continue to be vocal about the environmental impacts of data centers, especially those planned for The Garden State. People over Profit.



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the darkest of times, if one only  
remembers to turn on the light"  
- Albus Dumbledore

## Lesser Known Holidays in July

**July 1<sup>st</sup> - National Postal Worker Day** - Rain, sleet, snow, and sun, your mail gets delivered. Take some time to back the blue & support the boys and girls who make it happen.

**July 11<sup>th</sup> - Richie Sambora's Birthday** - The 67<sup>th</sup> birthday of Perth Amboy's favorite son & former lead guitarist for Bon Jovi! Enjoy it, Richie!

**July 26<sup>th</sup> - National All or Nothing Day** - Make a list of what you need to do, and either get it all done in one day, or do none of it at all. Your choice to celebrate as you wish!

Please follow all local, state,  
and federal laws with your  
cannabis use. We cannot bail  
you out.



# Matchless Cannabis History:

## The Story of Cannabis Captured in Little Bits of Paper!

Matches do more than light up a doobie. I'm a compulsive collector of pop-culture artefacts, and matchcovers feed my insatiable curiosity, and love of eye candy. I've been collecting them since the 1970s, and have amassed over a 1/4 million different matchcovers and matchboxes in over 120 different categories of all different shapes and sizes. Cannabis-related matches occupy the latest category. They ignite my passion for the thrill of the hunt, and the satisfaction that comes from organizing, displaying, and sharing them with other matchheads.

There's a story behind every matchcover, and curiosity about the history and stories they capture is what I love.

Friction matches started in the early 1800s, and paper matches in the 1880's. Matchbooks didn't show up until the 1890s. Smoking was an accepted social norm just about everywhere, and advertising agencies quickly saw them as a way to get a message into the pockets of targeted audiences. These *"twenty silent salesmen"* became an essential advertising medium for everything under the sun: businesses, politics, & propaganda, products & services, entertainment, sports, transportation, even brothels!

Then everything changed. With the flick of a

Bic,<sup>TM</sup> a huge portion of the match industry went up in smoke. Then came the realization that tobacco and cigarettes were bad for you. Government anti-smoking campaigns reduced the match market even more. Businesses cut them from their ad budgets. Politicians stopped using them as campaign promos. Soon there were less than a handful of match producers left. But savvy advertisers realized that people still appreciated them for their practical convenience and free availability. Casinos continue to have them. The liquor industry continues to use them. Social causes, political movements, even public health programs used them. And that's the focus of this issue's article.

Matches were the perfect vehicle to raise awareness about efforts towards decriminalization and legalization of the Devil's weed.

These little pieces of pro-pot propaganda helped pave the way for the herb you enjoy today!

~ Richard Greene



Next Issue: **Celebrity Cannabis Matches!**



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## Artist Spotlight: Mother Yilk



Mother Yilk is a guitarist and singer out of Egg Harbor Township, and she wants you to feel welcome.

Better known as Avery to friends and family, Mother Yilk is writing & creating folk rock that is introspective & evocative, while still maintaining a welcoming and accessible vibe throughout. That's the attitude that she's bringing to her recent shows at SunnyTien Lounge in AC.

"I try to make a space where at least one person will lift their head up and say 'I love this song!' "

She claims musical influences from all over the spectrum. From the roots of Neil Young to more recent acts like Windhand, a stoner-metal band out of Virginia, Mother Yilk is finding a little inspiration from every corner. If you're looking for an entry point, I recommend "A World Without You", a song about those very influences, both musical and personal, and their effect on her life.

Her monthly shows at SunnyTien Lounge in AC have turned into a defacto residency, and her next SunnyTien show is on July 19<sup>th</sup>. Make a plan to go see her and the band perform, and listen to her tunes on Soundcloud in the meantime!



Lounge  
Review:



I recently made my first visit to the consumption lounge at Gynsyng Dispensary in Merchantville. I had been to the two AC lounges before this, and the vibes at Gynsyng are wholly unique from their AC competition. Where the others opt for a fancier, more elegant experience, Gynsyng is offering local stoners a “Cheers”-like space, tucked discreetly in the bustling downtown of Merchantville, with a real feeling of familiarity & cozy enjoyment. Staff in the lounge & store were informative and friendly. The night I showed up was their Game Night, hosted by the hilarious Fumador Da Luchador, and produced by Green Lightning Cannabis!

This lounge is accessible with NJ Transit via Bus Route 407, which goes from WRTC in Camden to the Moorestown Mall. The lounge is also handicap-accessible throughout the facility. I will DEFINITELY be lounging in Merchantville again soon.



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Free but should donate

Michael Hoff is a South Jersey poet & artist, with books of poetry on sale now!  
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# Authorized Dealer Arrives in Willingboro, in a first for the Hudson County retailer

After building two successful stores in Jersey City and North Bergen, the team at Authorized Dealer decided it was time for new horizons.

Rather than go to an already crowded town or city, they chose Willingboro, a town in Burlington County with only one other store as competition (right now). Using their tried-and-true recipe of an accessible location and the most expansive menu in the state, Authorized Dealer chose a former bank building as their Willingboro store. With the renovation, they stuck with the theme a bit as well, leaving what used to be the vault open to be explored by customers. A great place to keep the store’s ATM!

Authorized Dealer is committed to bringing an elevated retail experience to this relatively new customer base in Willingboro, with a huge menu which hits all categories & brings the best brands in NJ to “A Naturally Better Place to Be” (Willingboro’s town motto, bonus points for you if you knew that before I said it). Authorized Dealer Willingboro officially opened its doors in March of this year!

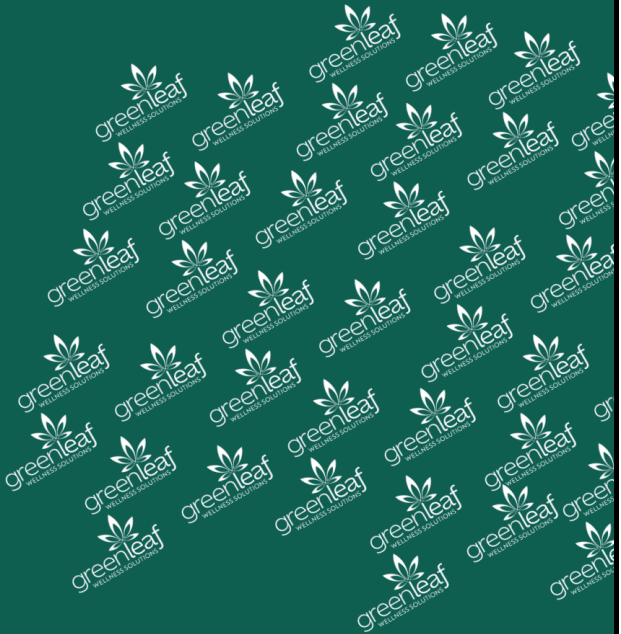
As with our cover from the May issue with Greenleaf Wellness Solutions in Williamstown, the selection and renovation of this new Authorized Dealer store has brought new life to a spot that needed it, bringing a boost to local employment, economy, and secondary business driven to other local small businesses. Count another win for the state cannabis industry, and its effect on the larger economy!



(Continued on the back page)

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## Community Calendar

**July 12<sup>th</sup> @ 1pm to 4pm - Repair Cafe (Grace Church Van Vorst in Jersey City)** - Free event to bring and fix your beloved but broken items with their on-staff repair coaches. Two items per person. Bring your bikes, clothing, wood items, digital devices, etc. No gas powered items. Organized by Jersey City Free Public Library.

**July 14<sup>th</sup> @ 6pm to 8pm - Canna & Core (SunnyTien Lounge in AC)** - Julianna of Rooted Movement hosts this consumption-friendly core-focused fitness class in AC. Tickets are \$40, available online, and include a free pre-roll for the pre-workout session.

**July 11<sup>th</sup> @ 3pm to 7pm - ECW Dabmania Watch Party (Gynsyng Lounge in Merchantville)** - Head to the Lounge for a special event celebrating the 30<sup>th</sup> Anniversary of ECW’s Heat Wave ‘96, with an appearance from the legendary Sandman himself! Sponsored by Garden Greens! RSVP online ASAP!

**July 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> @ 6pm - Randolph Township 50<sup>th</sup> Annual Freedom Fest (Morris County College)** - Free event to celebrate the community spirit of Randolph with food trucks, live music, fireworks, and fun! FYI: Parking is \$5.

**July 16<sup>th</sup> @ 7pm - Comedy Open Mic (High Rollers Lounge in AC)** - Get yourself on stage in a consumption friendly environment! Food & sealed non-alc beverages welcome!





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This month, our country celebrates its 250<sup>th</sup> anniversary. Results are good or bad, depending on who you ask, but for all Americans, the Bill of Rights remains intact, despite all efforts to the contrary. Which amendment are you going to be stress-testing this holiday?



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## The One Hitter - Cannabis News

**NJ Cannabis Sales** topped 1.16 BILLION DOLLARS in 2025!

Here's to another killer year in cannabis!

**WNBA** has removed cannabis from its "prohibited substances" list! Free blunts for Sabrina Ionescu on us!

**NJ Supreme Court** says job applicants can now sue if refused for employment because of cannabis positive drug test. This is huge progress in the state! No one should go without employment because they consume!