## The Dallas Post,

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THE DALLAS POST is a youthful weekly rural-suburban newspaper, owned, edited and operated by young men interested in the development of the great rural-suburban region of Luzerne County and in the attainment of the highest ideals of journalism. Thirty-one surrounding communities contribute weekly articles to THE POST and have an interest in its editorial policies. THE POST is truly "more than a newspaper, it is a community institution."

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## THE DALLAS POST PROGRAM

THE DALLAS POST Will lend its support and offers the use of its can join this marvelous celebration, as Our next meeting place, High Heaven solumns to all projects which will help this community and the great ruralsuburban territory which it serves to attain the following major improve formances with tempting displays of

1. Construction of more sidewalks for the protection of pedestrians in Kingston township and Dallas. 2. A free library located in the Dallas region

3. Better and adequate street lighting in Trucksville, Shavertown, Fern- courtesy and service. On these corner- When he awoke, "A dream I've had"

brook and Dallas. Sanitary sewage disposal system for Dallas.

Closer co-operation between Dallas borough and surrounding town- year after year.

6. Consolidated high schools and better co-operation between those that marked new improvements in the busi-

7. Adequate water supply for fire protection.

8. The formation of a Back Mountain Club made up of business men and new products and improvement in others. New methods of canning, pack-But we passed it on our way, Dallas, Trucksville, Shavertown and Fernbrook.

9. A modern concrete highway leading from Dallas and connecting the in an increase of quality, freshness and

13. The elimination of petty politics from all School Boards in the region today. Additions of stores, ware-

"Conviction grows," says the Christian Science Monitor, "that there can be no thorough-going recovery in the thousands of food buyers in Penasyl-United States unless and until a healthy volume of ordinary land, Virginia, West Virginia, New York, and the District of Columbia. construction shall have been started.'

There are definite signs on the horizon that the start is company in seeking ways to improve their products and services. A laboratory is kept constantly busy analysing, And as things grew better, and the

RECOVERY AND BUILDING

great impetus. The fact that the wage testing, experimenting and finding out earner finds himself with steadier work secrets hitherto undisclosed about With other improvements, the town foods and how they can be prepared. would be blessed. at better pay—and is in need of more and Very few food companies maintain better housing helps.

mum of new residential building. Doubling up of families prepare many of their asco and other There were churches and schools and in small homes was common. Homes were allowed to fall of preparation in addition to the most everywhere, But the thing he hoped for most, was into disrepair, because of lack of funds, and depreciation strict care in selection of high quality has been abnormally high. In addition, population changes and other elements have destroyed multitudes of homes or and other elements have destroyed multitudes of homes or

Any movement starts slowly but accelerates with boratory testing of foods before they But where was that Community Hall amazing speed. That will be true of new construction. The Folks Drove for Miles to First Store builders and material makers will be called upon to meet increased demand. Labor and technical supervision may be in 1891, on South Second Street, in at a premium. Price rises are unavoidable. The moral is, Philadelphia, people drove in horse and do your building and repairing now.

Watch the present Congress, not only for what it does the fame of this food purveyor grew as in running the government, but in preparing for the political future. In 1934 every member of the House must face customers of the budding company can the electorate once more. Main Republican trouble is lack store, even though they have made buy a piece of land of party discipline; as soon as a candidate is elected on the thousands of visits since and are still Republican platform, he is apt to desert his party. Concustomers. Children and grand-children of the first-year customers are trasted with this, the Democrats are wonders in maintain- also being serdev with asco products ing a unified front.

It was the fashion last fall in certain conservative quarters to announce that Great Britain seemed to be recovering "without resort to drastic or novel measures." At venient spot to serve each neighbor- For he surely was a man who earned

IT'S O. K.

that time a dozen or more members of usually all one need travel before seeparliament were in this country, frankly ing the familiar yellow front and at-FOR ENGLAND scrutinizing NRA at close range. Several tractive windows Newspapers were attending code hearings in WashingBusiness during the past year has been vigorously supported by an ag-

his second appraisal of President Roosevelt's recovery propagn. During the later months of paign. During the later months of last, advance of those during the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the same peritadvance of the bank of England on his return of the bank of Engla late in September. Like Sir Montagu, the M. P.'s said they were "surprised", or "exhilarated", or "amazed." They told the English press of having encountered over here unmistakable evidences of genuine trade revival mistakable evidences of genuine trade revival.

The vogue died down, possibly because of other distractions due to an inevitable reaction from the spurt started in the buying public and a ristance of the buying public and a ristance of the buying public and rolls.

Modern that are repeatedly featured by the July, but it has been revived in the ultra conservative press. company Again there is a disposition to ignore the President's determination to aid industry by controlling recovery for a long to these employes are beneficial to the and Smoked Meats, Fish, Poultry time stability. And we are told that only orthodox mea- local communities by helping to sti- Fresh Fruits and Vegetables was first sures "such as England has applied" are necessary.

But, as Walter Lippmann has stressed in the New York Channels of family expenditures.

One of Largest Food Companies. Herald Tribune, the example is "most misleading." Great The American Stores Company is grocery stores resulted in saving much Britain has a relatively simple industrial economy compared with the complex industrial and agricultural economy of the United States. "If comparisons are to be made", he number of years. This firm finds their ports local activities equally with other work contains much remove as well merchants. Britain plus Canada work contains much remove as well merchants. Britain in saving intermediate the saving intermedia says, "it is necessary to take Great Britain, plus Canada work contains much romance as well merchants. Payment of and Australia", and, even with South Africa and India in- as a deep sense of service to the public. employment of local residents, use of community banking in many places cluded, there still is omitted an oil-producing country. Experienced food buyers travel to all and other services are only a pa and Australia as being closely interrelated and then ask if the measures taken in the united Kingdom would have sufficed in Canada and Australia."

Stores participate. It has been possible to raise the palate and salitisfy particular homekeepers and their to raise the standard of living, as far as food is concerned, by bringing to the dining tables of their customers, olives and olive oil from Spain. Sar- dependable foods at lowest contents.

Calvin McHose, Supervising Principal to raise the standard of living, as far as food is concerned, by bringing to the dining tables of their customers, olives and olive oil from Spain. Sar- dependable foods at lowest contents.

Great Britain, of course, is not required to adopt recovery measures applicable beyond the Isles themselves, but President Roosevelt does have to make policies that work in New York and Iowa. New York and Iowa.

The alibi market is looking up. Professional loafers it difficult to make excuses for not working.

Whenever possible.

Work they stayed at the Hotel Victoria, lining, with Dr. Lott preach along with seventy-seven other guests evening sermon will be preach many saving. The alibi market is looking up. Professional loafers it difficult to make excuses for not working.

York they stayed at the Hotel Victoria, lining, with Dr. Lott preach along with seventy-seven other guests evening sermon will be preach of Spaulding's. Both report having Dr. Lott preceding the Question of Spaulding's and Spaulding's a find it difficult to make excuses for not working.

## **Grocery Firm** 43 Years Old

This Week Exciting Time For Food Buyers At American Stores

American Stores Company is being Neither you nor I had felt a blow celebrated throughout the organization Cared we not for the world of vices. in gala manner, with a gigantic birthparty, featuring unusually attrac-

tive values for every food buyer. For weeks the buyers and other departments in the company have been concentrating on the preparation for But the shadows never tell. the great celebration. Every effort has been made to prepare all-the desirable Remember, remember, you listened features and have them ready to welcome the customers to the biggest and Twas but a faint shadow we christcome the customers to the biggest anniversary celebration in the history of the business.

This is really a party for the customers, although it marks the com-pany's birthday. Throughout the en-My form doth show the mark of strife uality foods are being featured and Where there is forever life. extra attractive values offered to millions of home-keepers with an invita- Oh, dear heart, my locks were wet tion to come the festival and take home their share of the sparkling ar- But the sun shone down merciful upon ray that makes this a gala affair for every food budget, large or small. And dried me to a tender crisp, just Birthdays are exciting times, and all each department surpasses past per-

appetizing foods. Forty-three years of public service have also been forty-three years of high quality standards, fair dealings, He sat alone, and bowed his head. stones—a solid foundation—the busi-

ness, better methods of handling and selling foods, introduction of entirely I remember just a few short years ago ing and transportation have resulted It did not seem the proper place to departments and employes have all When not even fire protection, that added to the growth of the company, so that it now serves thousands and

Much money has been spent by the

During depression there was a mini- the American Stores Company. In the head bowed low, this up-to-date wonder place, they he knew his dreams were almost so.

ASCO Company is the kitchen and la-

Back in the first years of the business when the first store was opened wagon or buggy for miles to this store.

News of the remarkable values obtainIf his dream would be complete, now was the time to act able there traveled fast, even in those

Very few people have to travel any

Newspapers Used Extensively ton. Sir Montagu Norman was making been vigorously supported to

that are repeatedly featured by the

Over sixteen thousand employes are on the company's payroll. Wages paid The present practice of selling Fresh mulate business for other merchants inaugurated by the larger grocery and industries throughout the usual companies, of which the Ameican

To bring this food to the ASCO fied ASCO customers.



Dear heart, 'twas many years ago The forty-third anniversary of the merican Stores of the ing

We bore our burden well

Left to mature on a fairer shore

tire system of stores many well-known Our final resting place will surely be

just for you

"His Dream"

it will be.

he said. ness has steadily progressed forward I saw the little village we call home

The passing of each birthday has Grown lovely and inviting and people paused to say.

permanently stay.

The dreamer came to Dallas to live, village could give.

Twas then an almost barren space, But he visioned it could be made a beautiful place.

He pictured a general store, where most needs could be met,

town progressed,

as complete a manufacturing plant as And now as he sat once more, with

not anywhere.

The town was filled with lovely homes on almost every street, standards rigidly enforced by the Beautiful yards and shrubbery, were to passersby a treat.

> he dreamed about? That was about the only thing that really was left out.

With grim determination he faced the

was the time to act. So at once some plans were made, to see what could be done He got the people all perked up, they thought it would be fun.

is what we've planned. are Friends, can't you picture tht Commu-Soon it will stand before us; we'll be proud beyond a doubt.

loving memory Than a Community Hall for the

whole community

-Mrs. John A. Girvan

papers.

These satisfactory results also reflect an increase in the purchasing Modern Stores Help Food Buyers

The former corner grocery has been

supplanted by complete Food Center Stores is one of the leaders. This introduction of Meats and Produce into

off places. Added to these are a multi- could be truly effective. This plan netude of products from almost every cessitates knowledge of where to secure



Sands of Time.



Dangerous Plans!

ON BOARD THE BYRD FLAG islands, nothing more. It is just SHIP, JACOB RUPPERT: Jan. ice-covered ocean." 14 (via Mackay Radio). Ice, water or air. It's all the same to Admiral there is an enormous gob of undis-Byrd! I mean that no matter what

combatting them.

Take last Thursday, for example.

Up against an almost solid wall of closely packed ice sheets and not

By the time you read this, the knowing whether there was open Admiral, with two or three comwater beyond to which we might force this steel ship, without damaging her plates in our quest for a rear water door to little America.

and flew for two us is all safe and snug-as yet!hours to Lat. 71.45 South and re with its big supply of cached gasturn. Part of the time they were up oline. 7,000 feet, scanning the horizon fifty decided the Admiral in his plans Little America, with its three woodmiles away. And what they saw and sent them scurrying back to en houses and its two 70-foot radio the Jacob Ruppert. As far as they could see to the South there was still standing, the Second Byrd Antice, ice, ice, getting heavier and thicker all the time. No back door there so To be the time there so To be the time there are the time searching for Admiral there so To be the time time time searching for Admiral there so To be the time time time searching for Admiral time. there so we must continue skirting Byrd and his two or three fearless the pack the long way around to companions. Wouldn't that be someour future home-if it is still there thin'? They're taking three months when we arrive. Believe me, this supplies of food, in casewhole proposition is getting more | Commander George Noville tells interesting, if that's the word, every me he hopes to make an exploration minute. The plane operated perfect- trip of 800 miles or more with the ly, as usual, and so did its fuel and three tractors we've brought. More oil, despite the terrific changes in work for yours truly and more to temperature they have to endure.

So mark that flight down on your now! coats. The Admiral reported:

On your club map you will notice

covered land indicated by a broken conditions the elements confront us line from the 117th to the 152nd with, the Admiral has a way of meridians. Well, Admiral Byrd's three flights along the 117th, 150th

By the time you read this, the a rear water door to Little America. months ago, as a secret. This trip Admiral Byrd decided to find out—
by the air. And ne
by the air. And ne
they may settle down to wait until certainly did just the Ruppert or the Bear, or both, hat thing! can crush their way in. Or it is now possible that he may fly back morning of Janu- to the Ruppert. At Little America he and they will study the terrifying ice June, Bowlin and ridges which Dr. Lincoln Ellsworth Peterson, took off has reported to us as a possible obin the Condor, in stacle to getting our supplies from perfect sunshiny the ships to the base and perhaps weather, from do some exploring in the Condor or the big Ford trimotored plane, Taylor, Our Dog Long. 152.21 West left there in 1930, which they tell

If they land anywhere except at

write about. I could write ten books

map in blue pencil. That's three | Don't forget, everybody of high now-Dec. 21, Jan. 3 and this one. school age or over, interested in When this flight started we were aviation, adventure and exploration, hot-40 degrees Fahrenheit. A few is eligible, without any cost whathours after the Condor returned, we ever, to join our club and receive were in the midst of a swirling a membership card and a fine work snowstorm the Admiral had spotted ing map of the South Polar region from the plane when they were to keep track of all our various only 480 miles from Little America flights and other exploration trips. and we were bundled in our heavy Simply send a self-addressed, stamped envelope to Arthur Abele, "I saw no land. It is pretty safe Jr., President, Little America Aviato say that no land exists any near- tion and Exploration Club, Hotel er than the coastal fronts of King Lexington, 48th Street and Lexing Edward VII and Marie Byrd Land. ton Avenue, New York, N. Y., and There may be, however, a few low the club staff there will do the rest.

## -Alderson-

Lillian York, who was injured by a

Ruth Jackson spent the week-end with Miss Dorothy Brace at Wyoming. Elsie and Lloyd Garinger have re turned from New York City, where they were the week-end guests of will be held at Noxen on Sunday Spaulding Bakeries. While in New York they stayed at the Hotel Victoria, ning, with Dr. Lott presiding.

Mrs. Harvey Kitchen, who has b ill with grip, is much improved at t

The Fourth Quarterly Conf.