

Luzerne Develops As Shopping Center For Back Mountain Folk

MERCHANTS LAUNCH CAMPAIGN FOR TRADE HERE

The development of Luzerne as a convenient shopping center is rapidly being recognized by shoppers from this section who make occasional trips to Wyoming Valley.

Luzerne's shopping district is unique for its concentration and the variety of stores included in it. There is scarcely an item that is not included in the stocks of the stores which make Luzerne's central business district.

As a suburban trade center, Luzerne is a living proof of the theory that an aggressive group of merchants in a small town can compete with larger metropolitan districts by concentrating on those things which attract and hold customers.

It is unlikely that there is a more aggressive group of merchants in Luzerne County than there is in Luzerne itself. Under the leadership of a few experienced business men who recognize the value of promotion, Luzerne merchants repeatedly have advertised their town and sponsored movements which brought new crowds to their stores.

Because it is the inlet to Wyoming Valley, where thousands of Back Mountain people shop regularly, Luzerne has always been interested in the people from Trucksville, Shavertown, Dallas, Lehman and Harvey's Lake. As a result, people from this section always received a warm welcome in the stores there.

The advantage of lower overhead usually enables Luzerne merchants to offer bargains which please customers and patrons who experiment with shopping there, usually return to become loyal boosters.

The latest evidence of the aggressive merchandising which characterizes Luzerne's effort to develop trade from this section appears in the co-operative advertising campaign which eight merchants start this week in *The Post*.

Eight leading stores—Lare's Market, Chasin's, Reeves, Fred's Tire Store, Brown's 5c to \$1.00 store, The Globe Store, Bert Robin's Men's Shop and George's 5c and \$1.00 store—have launched the campaign.

LETTERS to the Editor

Editor the Dallas Post
Dallas, Pa.

Dear Sir:

I wish to take this opportunity to express to you my personal appreciation and that of the church for the splendid publicity you gave to us during the time of our Silver Anniversary Week celebration.

Copies of the Post carrying the page devoted to our church have been mailed in many directions. I know of one copy sent to Oregon and another to Iowa and, no doubt, copies have gone even farther than that.

Your generous use of time and space to give publicity to this event made a very great contribution to its success.

Very truly yours,
J. Rolland Crompton,
Minister Methodist Episcopal Church

BEAUMONT SENIORS

Last week we began a series of write ups about the Seniors, so next on the list is Kenneth Traver. I wish to say that the poetry is not only mine but a contribution of all the Senior girls. I imagine you will get the idea of his personality and reputation. The six foot shiek of Beaumont High He's quite handsome and not very shy, He's up in the air awful high He's nuts, but we admit he's some guy. The worst disaster of all When this snowstorm began to fall, The roads were drifted wide and deep, And up Buckwheat Hollow he couldn't even creep.

So he went to Evan's Falls Oh Gosh, how she bawls. On the bus each morning he rides, That is, I mean, if he really tries. In basketball he's been our star And never came out with even a scar. In the center of the floor Stands our Kenny ready to score He's the hero of our plays, Brings the audience, it sure pays. The "heman" who broke many a heart For trading "her" off for another "start".

The write ups of the Seniors go on. After Traver comes: Viola Ferry.

Probably the most modern "Miss" of our school is slim, slender and dark "Vicy". She wears her hair combed back and bright lipstick give her an oriental look.

Viola is a good mathematician, shining in Geometry and is not so slow in Algebra.

She is a charter member of the Dramatic Club and formerly of the History Club with a weakness for dancing and the opposite sex.

Viola carries the "flapper" part in a play well and is our "hot-cha" singer.

GOOD BREEDING WINS

A constructive breeding program carried on over a period of years brings results with livestock in the show ring and on the butcher's block. This was quite evident at the recent State Farm Show when the history of grand champions was traced.

PREPARE FOR CHICKS

Start a fire in the brooder house two or three days before the chicks arrive. Regulate the stove to obtain a 90 to 95-degree temperature one inch above the floor at the outer edge of the hover. Then reduce the temperature as much as possible and still keep the chicks comfortable.

CONSIDER THE COW

If your ad were in this space as many people would read it as are reading this. But your ad isn't here, and people don't know or care a rap whether you are selling real estate, gasoline, peanuts or popcorn.

Did you ever sit down in the pasture with a pail between your knees and wait for a cow to back up and be milked?

Of course not. You have better sense.

Well, business is sort of like a cow. You've got to go out after it and round it up. The fellow with the milk pail betwixt his knees MAY get some milk, but the odds are all in favor of the fellow who drives up the cow and feeds her.

A merchant may make a living by cussing the government and waiting for something to happen, but the merchant who makes MONEY is the fellow who goes after business through the columns of his local newspaper.

DISPLAY ADVERTISING RATES

ANNUAL BULK (To Be Used Within 1 Year)		WEEKLY (Each Week For 1 Year)	
Open Space	40c	1 inch	38c
200 inches	38c	3 inches	36c
500 inches	35c	5 inches	34c
1,000 inches	30c	10 inches	32c
		15 inches	30c
		25 inches	28c
MONTHLY (Space Must Be Used Within Calendar Month)		NATIONAL 60 Cents A Column Inch	
50 inches	38c	Business Review	50c
100 inches	35c		
150 inches	32c		

OUR SPACE IS FOR SALE THE POST

The news is out!

A NEW STEINWAY GRAND PIANO



SIZE—
5'1" to fit the modern room

PRICE—
to fit the modern budget

QUALITY—
Steinway throughout

FOR ONLY

\$885

and on very liberal terms

This is the most important announcement in all Steinway history! The Instrument of the Immortals... unchanged in any particular save size... at the unprecedented price of \$885! A new size, 5'1", to fit the modern room; a new price; but Steinway quality throughout!

Come in at once and inspect this amazing new instrument.

The tone is the glorious Steinway tone... the action is the Steinway Accelerated Action ("the greatest improvement in pianos in thirty years")... the case is richly fashioned of fine woods. In every respect, it is as fine a piano as Steinway knows how to make.

Convenient terms can be easily arranged. Come in today!

Lizdas Piano Store

247 South Main St.

Dial 3-2644

THE INSTRUMENT OF THE IMMORTALS

Shop First and Save Most in . . .

Every day of the year the merchants of LUZERNE offer their patrons unusual values in every sort of merchandise. It is the aim of every business man to be LUZERNE the shopping place of all the people living 'Back of the Mountain.' On your next shopping tour stop off at LUZERNE first and see or yourself.

LUZERNE

GLOBE STORE REEVES CHASIN'S LARE'S QUALITY MARKET BERT ROBINS' MEN'S SHOP
GEORGE'S 5c to \$1.00 STORE FRED'S TIRE STORE, GOODYEAR TIRES & TUBES BROWN'S 5c to \$1.00 STORE

West Side's Largest Business Center!

LUZERNE is the largest and most progressive business center on the West Side. Its convenience to the people of the Back Mountain Region, makes it the logical place for them to do all their shopping. Just compare the quality and the prices of the LUZERNE MERCHANTS with the merchants of other communities and prove to yourself that they are the best.