

THE DALLAS POST

"More than a newspaper, a community institution"

ESTABLISHED 1889

Member Pennsylvania Newspaper Publishers' Association

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Single copies, at a rate of 8¢ each, can be obtained every Friday morning at the following newsstands: Dallas—Berts Drug Store, Dixon's Restaurant, Evans Restaurant, Smith's Economy Store; Shavertown—Evans Drug Store, Hall's Drug Store; Trucks Valley—Gregory's Store, Earl's Drug Store; Idetown—Cave's Store; Deater's Store; Fernbrook—Reese's Store; Sweet Valley—Britt's Harveys Store—Deater's Store; Fernbrook—Reese's Store; Sweet Valley—Britt's Store; Lehman—Moore's Store; Kingston—The Little Smoke Shop.

When requesting a change of address subscribers are asked to give their old as well as new address. Allow two weeks for changes of address or new subscription to be placed on mailing list.

We will not be responsible for the return of unsolicited manuscripts, photographs and editorial matter unless self-addressed, stamped envelope is enclosed, and in no case will this material be held for more than 30 days.

National display advertising rates 84¢ per column inch. Transient rates 75¢.

Local display advertising contract rate, 60¢ per column inch. Political advertising \$1.10 per inch.

Advertising copy received on Thursday will be charged at 85¢ per column inch.

Classified rates 4¢ per word. Minimum charge 75¢. All charged ads 10¢ additional.

Unless paid for at advertising rates, we can give no assurance that announcements of plays, parties, rummage sales or any affair for raising money will appear in a specific issue.

Preference will in all instances be given to editorial matter which has not previously appeared in publication.

Editor and Publisher—HOWARD W. RISLEY Associate Editors—MYRA ZEISER RISLEY, MRS. T. M. B. HICKS Advertising Manager—ROBERT F. BACHMAN Photographer—JAMES KOZEMCHAK Mechanical Superintendent—CLARK E. RUCH, JR.

Barnyard Notes

Have you noticed how early the Cardinals start to sing? A glorious way to be awakened!

Harriet Thompson, as proud as a peacock, tells me she saw seven sleek, fat robins from her breakfast room window at Oak Hill this week.

Most of the Evening Grosbeaks have migrated elsewhere. For a time their disappearance had a mysterious flavor, brought about, possibly, by the story that they had been poisoned!

The poisoning was attributed to those who dislike Grosbeaks because they fear their glutinous feeding habits may drive the Cardinals away!

This appears to be somewhat of a cock and bull story, but it may have some substance. It is improbable that anyone who enjoys the presence of birds—any kind—would be so stupid as to think he could poison one kind without poisoning all. I don't believe the yarn. If the Grosbeaks were poisoned, which is unlikely, they were poisoned unintentionally and by some other means!

But to add credence to the story—Maurice Chernin, manager of Dallas Hardware & Supply, reports having seen a dozen or more flopping about in a weakened condition and apparently out of control. He first noticed the birds drinking from the stream back of his house on Carverton Road, Trucks Valley. Several of them died!

Maury believes they may have been poisoned. How? Nobody seems to know. It is also likely that they could have been injured. Several have broken their necks by their headlong flights against windows in widely separated parts of the community. It could be, too, that these birds ate some kind of food that was harmful. Mr. Chernin suggests that the fact that they were drinking from the creek might indicate that they were poisoned. Maybe so! I can't believe it was deliberate.

Yesterday, nonetheless, my cats brought a Grosbeak to the back porch, too late for me to save. They have brought in several this year! That never happened before. Two weeks earlier I rescued one and put it in the hothouse to regain its strength before releasing it. It recovered fully from its mauling and flitted about among the newly potted geraniums, then went to roost above the door. The following morning it was dead. The cause was a mystery.

Under normal conditions our cats seldom bring in a mature bird. Their hunting accomplishments are limited to fledglings who have just left the nest or to adults during nesting season. If the Grosbeaks are so feeble that they are unable to avoid our cats in the middle of the winter, they must be suffering from malnutrition or disease. More than likely the latter.

Have you observed that crocus sprouts are breaking through the ground? No sooner had the snow left than the green and red leaves of the Red Emperor tulips popped two inches above the soggy earth in front of The Post's flower boxes.

Guess you also enjoyed George Gobel's reference Saturday night to Alice as his "first wife." "Sorta keeps her on her toes," he says.

It was good if you had the opportunity to listen to the Paganini String Quartet Tuesday night at Irem Temple—the final offering of the Community Concert Association.

The distaff side of the Back Mountain Region was well represented. A tribute to their taste! Women, at least, have the sense to relax, which may be one of the reasons why there are so many more widows than there are widowers.

What I like most about the Community Concert is the willingness of the audience to keep its mouth shut while the fiddles play. That's the reason a lot of folks enjoy music at public concerts and can't appreciate it at home. The music never gets a chance in the living room. The first notes of any record are usually the signal for everybody to start talking.

Well, as I was saying, there was some pretty excellent fiddling Tuesday night, however much the press reviews may prejudice you. Several of the numbers might have sent a tingle up your spine!

The informal comments of first violinist, Henry Temianka, put everybody at ease. The four instruments used by the quartet, he said, were once the cherished possessions of the famed virtuoso Nicolo Paganini, in whose memory the quartet is named. At his death the two violins, viola and cello passed into widely scattered hands. They were brought together later, by the men who now make up the quartet.

The cello, said Temianka, is believed to have been the last instrument made by Stradivarius—some time after he was ninety. One of the violins is known to have been made by him in 1680. The other two were also products of the famed violin maker of Cremona. The value of these four instruments? Priceless! They are insured for a quarter of a million dollars.

Too, bad some of you fellows couldn't have been along. You might have liked it.

Safety Valve

A Worthy Cause

Dear Editor:

I would like to talk to you and your readers, many of whom have contributed to our annual Spring Concert campaigns. We have completely renovated our offices in the Town Hall Building, Wilkes-Barre, which we are using as our Temporary Lighthouse; set up for the convenience of all the blind of this region. We have furnished the Tem-

porary Lighthouse with comfortable chairs, games and equipment which will insure an enjoyable re-adjustment period for the blind. Because of our method of telephone solicitation, our funds are limited in view of the fact that we have been pioneers in the movement since 1929 in sponsoring and supporting benefits for the blind.

In our thousands of daily contacts, we are invariably asked, "Do you receive an appropriation from the Community Chest?" The answer is "no." We do not receive any money from the Community Chest or from any other source. We

Babson's Statement

Babson Discusses Merchants, Advertising, And Telephoning

Babson Park, Fla., February 24—Merchandising at the retail level has already passed through Three Revolutions since 1875.

Great Changes Since 1875

Preceding those days there were no mail order houses or department stores, few chain stores (A & P had 50 stores which carried only tea, coffee, and crockery), but many wholesale houses and independent merchants. They were doing 95% of the retail business. My father was one of these in Gloucester, Massachusetts.

The First Revolution in retailing was brought on by the department stores and mail order houses. This made it unnecessary to visit several different stores, if you lived in a city, while, if you lived in the country, you could shop by mail from your farm. This Revolution was desperately fought by the old-time retailers. The Second Revolution came with the chain stores, which cut out the wholesalers. The department stores continued to buy through wholesalers; but the chains bought direct from the manufacturers. Hence, they were fought by legislation and taxation enacted at the demand of the middlemen.

Discount Houses Now The Target

The Third Revolution is now on, being caused by the "discount houses." This is an effort to reduce retail prices by cutting out the bureaucracy, high rents, and unnecessary overhead developed by the department stores. But, a Fourth Revolution, as a revolt against parking meters, automobile congestion, and a lack of sufficient free parking, is just ahead of us.

This is being temporarily met by building new "Shopping Centers." It is reported that Allied Stores is to spend over \$200,000,000 for this purpose. Shopping Centers, however, will be only a halfway cure. Wanamakers, which was the world's largest department store when I was a boy, has thrown in the sponge in its fight against automobiles and discount houses.

New Shopping Centers Just Ahead

Shopping Centers offer free parking and "self-service," but the high rents may result in higher prices. Anyway, customers who use shopping Centers are more dependent on automobiles than if they patronized the old downtown merchants. In fact, if city officials would treat

their bus systems fairly, the present downtown stores could continue to give better service and perhaps under- price the new Shopping Center process. I don't know. Different cities differ.

The next, or Fourth, Revolution in retailing will be forced upon us by the automobiles. Simple arithmetic proves that the present race to make "the mostest and the largest" automobiles, with insufficient increase in highways cannot continue much longer. It is true that we are building splendid new toll roads; but very little is being done to avoid congestion in cities and help local merchants. Otherwise, people may some day cease using automobiles for shopping. These machines may remain in the garage except for trips—as mother's sewing machine is now seldom used.

More Advertising and Telephoning

I forecast that this Fourth Revolution will result in customers buying from their homes soon by telephone, and later by television. Increased newspaper advertising with many more newspaper pictures of products for sale, supplemented by better telephone service, will become the custom. People are now sick of hunting for places to park their cars when shopping. People will think of the risk and gasoline costs of driving to Shopping Centers. The time may come when 80% of the shoppers will sit at home in a comfortable chair, study the newspaper advertisements, and do their ordering by telephone.

Newspaper advertising and telephones are the only cure for the present increased automobile congestion. In fact, I believe the stocks of certain newspapers—which are now temporarily in the dumps—plus stocks of telephone companies, preferably the wide-awake Independents, are among today's best "buys." (Local bankers please take notice!) Furthermore, I am investing my hard-earned money in "United Stores" stocks (listed on the New York and American Stock Exchanges). A company has recently organized a new corporation to profit from this coming Fourth Revolution.

Noticed some white shavings in the dirt mixture Herb Hill was using to pot geraniums last week so, being curious, I asked him what it was. Turns out they were shavings from cows horns and are wonderful for geraniums because of the amount of ammonia they add to the soil which gets the geraniums started quickly.

A headline in Tuesday's Record said: "State Reduces 30 Road Men." I guess they must have gotten too fat leaning on their shovels, but I wonder what kind of a diet the State put them on.

Definition of JUNK: Something you keep ten years and then throw away two weeks before you need it.

Godfrey was explaining about a fishing trip he had up into salmon country and how the birds and bears eat the spawning salmon while they are still kicking. He claims the fish, after spawning, begin to die from the outside in, their flesh and such peels away before they finally wiggle their last. When it comes to dying, however, I don't see much difference in dying from the outside in or the inside out, either way you've had it.

It only takes one Spring-like day to wake up the community. Tuesday was such a day. Baby carriages caused traffic jams; Bert's truck got stuck in the mud on Rice Street; boys and girls shed their jackets and sweaters like cocoons; Howard went crazy with the new Polaroid camera; Myra bought her garden seed, my longies began to pick, and our chickens started laying eggs as if their life depended on it (and maybe it does). Ah Spring!

No one has more trouble keeping up with the Joneses than old man Jones.

Winner of this weeks free tickets to the Himmler Theater is Mrs. Arthur Culver, 45 Church Street, Dallas. Pick up tickets at The Dallas Post soon Mrs. Culver and enjoy a night at the movies.

"A psychiatrist is a man who gets rich on dreams that don't come true."—Mel Allen

Over-tired workers never had a chance to be completely rested and restored.

Today, it is the pattern in most modern factories and shops to work about 40 hours a week, and in the estimation of medical authorities this work in itself cannot hurt anyone.

Work does not hurt healthy tissues, rather all its effects are good in that work develops and extends the range of adaption of physiological mechanisms.

Too much rest has been proved capable of damaging blood circulation, blood vessels and kidneys.

Muscles lose their tone, ligaments stretch, and joints get out of position from long rest in bed.

Appetite fails and constipation is common when the digestive system is not stimulated by activity of the body.

Bed sores may develop from long bed rest.

Physicians are aware that our body cells need activity and now get their patients out of bed as soon as possible after an acute illness or operation.

DO YOU KNOW? Mark Twain said, "Nothing so needs reforming as other people's habits."

Judge Jones To Talk On Adoption Laws

"Adoption Laws and Child Welfare" will be the subject of a talk by Judge Benjamin R. Jones at the Covered Dish Supper of the Couples Club of Shavertown Methodist Church on Saturday evening March 12 at 6:30 in the church social rooms.

Members of the reservations committee are: Mrs. John H. D. Ferguson and Mrs. James Eckerd.

Bob Tales

The expenditure of \$40,000 for remodeling and decorating Grille Room facilities at Irem Country Club will result in our having the outstanding club in this part of the country. Work is to start soon.

Eddie Atkins came in this morning to announce that he and his wife had gone to the doctor to have a check-up. Eddie is the excitable type but his wife is calm and collected. Following the check-up it was found that there was a slight case of ulcers in the family . . . and who has them, not Ed, but his wife. As Mark Twain said: "I am an old man and have known a great many troubles, but most of them never happened." Stop worrying Mrs. Atkins.

We complain about billboards obstructing the view of scenery here in the United States, but I was interested in seeing colored slides a missionary showed us in our church of a view of beautiful Mt. Fujiyama in the distance and a big red and white billboard at the bottom of this most picturesque spot in Japan.

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WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

Readers ask "what is meant in Washington by a liberal?"

Current definition seems to be a liberal is anyone who is liberal with other people's money. The degree of liberalism depends on how much tax money is sought to throw around. A liberal is also

helped if he can loftily ignore facts, if he has never had to meet a payroll, or make a living in business.

Thus Harold Stassen, head of Foreign Operation Administration, successor to Marshall Plan, qualifies as a really great liberal. But for stubborn resistance of Treasury Secretary George Humphrey, Congress would today be considering request for \$10 billion Marshall Plan for Asia.

Curiously there has never been a full scale Congressional investigation of just what foreign give-away programs are accomplishing. FOA's own tax-paid corps of press agents, who rush into printing a book or pamphlet at drop of a tax dollar, reflect a great deal of confused thinking.

For example at present FOA is publishing booklets on each of more than 50 nations receiving U. S. aid. The one on Turkey is interesting. If anyone can have problems solved by U. S. gifts, self-reliant Turks should be in that position. The Turks, unlike others, have never demanded U. S. aid as alternative to going communist. In fact, Turkey, located on the Southern border of big Russia, has even refused to discuss with Kremlin joint control of Dardanelles, despite threats. In Korea, Turkey's contribution of armed forces both

of feed eaten and number of eggs laid.

"This is from your friendly used-cow dealer." —A note from the milkman.

By CHRISTINA ROSETTI Does the road wind up hill all the way? Yes, to the very end. Will the day's journey take the whole day long? From morn to night, my friend.

But is there for the night a resting place? A roof for when the slow, dark hours begin. May not the darkness hide it from my face? You cannot miss that inn.

Shall I meet other wayfarers at night? Those who have gone before. Then must I knock or call when just in sight? They will not keep you waiting at that door.

Shall I find comfort, travel sore and weak? Of labor you shall find the sum. Will there be beds for me and all who seek? Yea, beds for all who come.

Prevent Egg Slump—Poultrymen can guard against winter slumps in egg production, reminds Robert Lauffer, Penn State extension poultry specialist. He says there is a direct relationship between amount

of feed eaten and number of eggs laid.

Timely reminders from the Pennsylvania State University College of Agriculture.

Mulch Benefits Berries—Mulch protects strawberry plants from winter killing that might result from low temperatures with no snow cover, says Carl Bittner, Penn State extension pomologist. Mulching also prevents heaving and breaking of plants caused by alternate freezing and thawing of the soil.

To Plant Fewer Acres—Pennsylvania potato growers, holding about 42 per cent of their 1954 crop in storage on January 1 this year, are planning to plant about 5 per cent fewer acres this spring, according to Robert Donaldson, Penn State extension agricultural economist.

Pool Your Orders—If you are planning to buy some nursery plants or seeds for your flower garden, get together with some fellow gardeners and combine your orders for stock. That is a money-saving suggestion from A. O. Rasmussen, Penn State extension ornamental horticulturist.

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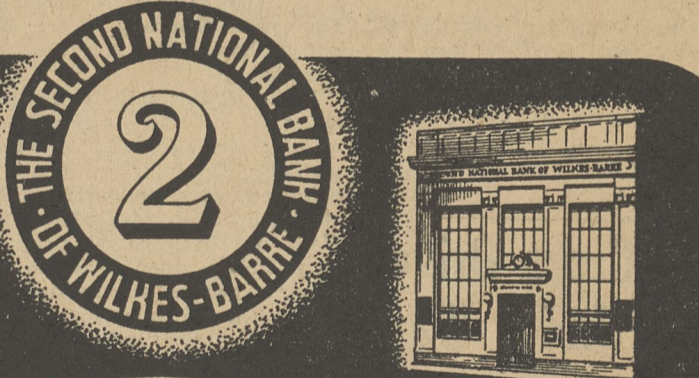
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